

Content Creation Requirements

- We need someone who can do the following:
 - Can take a short youtube video(10 to 20 mins), extract the main points from the video, and note them down in a word document.
 - Can then take those notes/points and convert them into a 10-page carousel that can be posted on Instagram, Twitter, and Facebook. **(Check the Examples of Work section below for more details)**
 - A hardworking individual who's timely, has an attention to detail, and is proud of their work.
 - NB: You'll only be creating the carousels, we'll handle the posting.

Extras(Preferred but Not a Must)

- We would prefer:
 - Someone with some experience creating carousels for social media platforms
 - Someone with some experience with Canva(We use Canva because it allows us to schedule our posts)
 - An individual who's passionate about NFTs or Ecommerce stuff in general.

Duration of Work

- If hired, the individual is required to make one 10-page carousel every week day, from Monday to Friday. So those are five carousels each week for 4 weeks(one month).
- You can make them in batches if you would like eg. making all five carousels in on the weekend or in one day, we don't mind.

Format

- We have a format we follow when it comes to creating carousels whereby;
 - The first carousel has the title and is meant to be big and bold. It's the attention grabber.
 - Then the second, third, and fourth carousels are meant to build interest by asking rhetorical questions.
 - The fifth, sixth, seventh, and eighth carousels serve as the main content, explaining the topic.
 - The 9th carousel is meant for conclusions/summaries.
 - The 10th carousel is a call to action for readers to follow us or inform them of an upcoming part two.
 - We have attached an image below that can help you better understand the format.
 - We're not super strict on this format since we understand not every topic is going to fit it perfectly but we'd prefer if you would stick to this format for most posts.



Open
Emotion/
Tease



Ask big rhetorical
questions
Why?
Why it matters?
Why you?



Character → want → obstacle (story)
5 Ingredients
Framework "Golden Circle: What, how why"



Summarize



Catch-
phrase

Agenda

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- We essentially need a graphic designer with some content creation skills.

Examples of Work

- The following are examples of what we want our work to look like:
 - <https://www.instagram.com/p/CZrhndISs5/?igshid=YmMyMTA2M2Y=>(We like this post because it follows our format and has those bold letters and graphics).
 - <https://www.instagram.com/p/CU-R6-7F4mC/?igshid=YmMyMTA2M2Y=>(We like this one because of the first carousel, very bold.)
 - https://www.instagram.com/p/CTH1T3_ICdT/?igshid=YmMyMTA2M2Y=(We like this one for the bold first carousel and the human graphic)
 - <https://www.instagram.com/p/Cbc230XLVKB/?igshid=YmMyMTA2M2Y=>(Again we love this cause of the bold letters and graphics)
- It's Not a must you replicate these posts exactly we're just giving you a taste of the type of work we want.

Conclusions

- We are a growing company and would love to work with a hardworking and passionate individual who can give us some of their best work.
- We also encourage you to share your ideas if you have any, we're willing to listen eg. If you use a platform that is better than Canva, feel free to inform us.