

# THE CREATRESS

# CONTENT GUIDE

*by Saidah Murphy*



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## **CONNECT WITH SAIDAH AND CREATRESS CO.**

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# Table of Contents



- What is Content?
- 4-Types of Content
- Content Mediums
- Creating/Breaking Down Content Ideas
- Planning Content
- How Content Impacts
- Optimizing Your Content
- 80 Content Ideas
- Content Resources (Graphic)
- Content Resources (Video)
- Content Resources (Audio)

# HEY SIS! LET'S GET STARTED!



What's going on, Sis!! Thank you so much for purchasing my ebook. Your support means the world to me- truly!

When I started putting this guide together, I wanted to make sure that I gave you enough insights and resources to fully understand content creation and to help give you guidance and help boost your creative confidence.

**WE ARE ALL CONTENT CREATORS!** The things we produce to share our story, our journey, our business are all content. You don't have to be glued to social media all day, or have the fanciest equipment to create impactful and engaging content. There are tools and strategies that I'm going to share in this book that will help you find the best way **FOR YOU** to create.

A little bit about me so you know that I know what I'm talking about:

I'm Saidah (sigh-ee-dah) Murphy, the Founder, and CEO of Creatress Co.

Working as a Content Production Specialist and Coach, I equip Black Womxn with the knowledge, support, and resources needed to build strong brands and create content that is authentic, and unapologetic! I have always had a passion for the Media Arts and supporting Black Womxn, and those passions drive what I do.

I've been working and growing in the marketing industry for almost 10 years, and have fully immersed myself in it. I eat, sleep, and breathe content creation, brand development, and marketing. I LOVE WHAT I DO, and I feel like that's the thing that qualifies me the most.

I started my business because I have a skill and knowledge to share, and I want to be of service to other Black Womxn Entrepreneurs that want to make a name for themselves.

I WANT TO SEE YOU WIN!!!

I'm so excited to share this book with you and to help strengthen your understanding and ability when it comes to content creation.

If this book is helpful for you- eye-opening, inspiring, etc. Please leave me a review. You can contact me at the places mentioned below.

Again, Sis, THANK YOU from the bottom of my heart for your support!! I can't wait to see what you create!!

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**WHAT IS  
CONTENT?**

# WHAT IS CONTENT?

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A lot of times when we hear the words "Content creation", "Content production", or "Content marketing" we think of high-quality media: videos with amazing production quality, podcasts that have been edited by experts, or thought-provoking op-eds that are making their rounds through Forbes.

Content creation can be so much simpler than that.

Content is anything that you create to share your message, story, and value.

Content can be anything: a status on Facebook, a caption on Instagram, a short 15-second Instagram story, an audio clip, a picture of you in your element, a comment you leave on a post, etc.

Anything that you create that shows who you are and what your expertise are is content

Take some time and think about the content you currently create, and the content you want to start making for your business.

In the next section, we'll talk about different types of content you should be making for your business - and it goes deeper than a post, a reel, or a YouTube video.

# TYPES OF CONTENT

# 4 TYPES OF CONTENT

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When creating your content, there are 4 categories you need to create in to keep your audience engaged, informed, and coming back for more.

## **VALUE-BASED CONTENT**

Value-based content teaches your audience what you know and helps position you as an expert in your industry. In order to gain trust with potential customers, you have to show them that you know what you're talking about. Value-based content is the way to do that.

## **ENTERTAINMENT-BASED CONTENT**

Entertainment-based content is where you show your personality! People buy from people they can relate to, so having fun and showing up as your authentic self is a great way to connect with your audience and build rapport (which helps you build your community).

## **STORY-BASED CONTENT**

Story-based content is how you share your journey, and it helps you connect with your audience on a deeper, more emotional level. This is where you share your wins (and your failures). This content helps you inspire and share how you can help your customer because you know what they're going through.

## **PROMOTIONAL-BASED CONTENT**

Promotional-based content is where you talk about your product or service. This is where you show how investing in your product/service can help change someone's life.

# CONTENT MEDIUMS

# LONG FORM VIDEO

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In this section, we're going to chat about different content mediums - different ways you can create your content. Let's talk about long-form video content first.

Long-form video content is any video that is longer than 3 minutes. YouTube episodes, lives, course videos, etc. are examples of long-form video.

Long-form videos are good for teaching concepts, connecting with your audience (especially with livestreams), telling a story, showing your journey, and more.

When creating your long-form video content, you want to have a POA (plan of action) or outline of what you're going to cover in that video. Ask yourself "What 3 things do I want the viewer to be able to walk away with after they're done watching?".

With long-form video (outside of livestreams), you can edit your content for clarity and time to make sure it's giving the most value possible to your audience.

# SHORT FORM VIDEO

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Let's move on to short-form video content. This is the fun, attention-grabbing content you create on Stories, Reels, Tik Tok, etc.

This content can be anywhere from 5 seconds to 3 mins long. Short-form content has a shorter "lifespan" than long-form content (but there are ways to repurpose your content to give it new life).

Short-form content is great for sharing your personality, behind the scenes of your business, teaching quick concepts, sharing your wins, highlighting your customers, and more.

Creating short-form content effectively takes some planning ahead, and batching (creating multiple pieces at once), but it can also be created "on the fly".

If you're inspired or see something you want to share in the moment, short-form content is the best way to capture that and bring your audience in with you.

# GRAPHIC

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Graphic content is flyers or design-based posts that you share for your business. Graphic content is great for outlining/teaching concepts in a way where your audience can quickly reference the post for the information.

It's also a great way to outline details of a program, service, product, or event you may have for your business.

Graphic content can be designed by you or outsourced to a graphic designer. When creating your graphic content, remember "less is more". You want to make sure your content is clear, easy to read, and "on brand" to ensure that it catches your viewer's eye and "stops the scroll".

# PHOTO

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Photo content is simple: it's photographs! This type of content is great to show you as the business owner, show your surroundings, and show off your products (if you have them).

Photos bring a level of realness and humanity to your content (like video does) because they show real life and gives your audience a break from seeing promotional flyer after promotional flyer.

Photo content can be photos you take yourself (real-life in real-time) or professional photos you have taken (brand shots, headshots, product photos, etc.)

# AUDIO

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Audio content can be created in the form of podcasts, audiobooks, clubhouse chats, and more.

Audio content is a great way to connect with that part of your audience that is always on the go and doesn't have time to watch a video or read an article.

Audio content can be short-form or long-form and can be done on the fly (like clubhouse chats) or be pre-planned and outlined (like podcast episodes or audiobooks).

# WRITTEN

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Written content isn't just blog posts and articles, it's everything you write to tell the story of your brand and share what you offer.

Written content is also a Facebook status, an Instagram caption, a response to a comment, your website copy - anything you write to represent your brand is written content.

When creating written content, be sure that it is clear and in your voice. 'Write' from your heart, but make the information easy to digest.

**CREATING &  
BREAKING DOWN  
YOUR CONTENT IDEAS**

# CONTENT PILLARS

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Let's get right into it and talk about the foundation of the content strategy for your brand- your CONTENT PILLARS.

Your Content Pillars are 3-5 KEY AREAS that your brand will ALWAYS teach in/represent. Your audience should be able to easily identify what your brand is all about because of your Content Pillars.

For example, Creatress Co.'s content pillars are God/Faith, Content Creation, Content Strategy, Brand Development, and Entrepreneurship/Business Lifestyle.

All of the content that we create will fall under one of these 5 pillars- always.

Determining your content pillars, and using those as the foundation of your content plan builds consistency for your audience. They will know who you are, and how you can help them because of your content pillars.

What are your 3-5 Content Pillars? Write them out!

# CONTENT THEMES

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Your Content Themes are the next level down from your content pillars. Your themes are "Big Picture" topics that fall under each of your pillars to help you identify the areas you are going to create content around.

Here's an example. One of Creatress Co.'s Content Pillars is Content Creation. Under that Pillar, we have the themes Podcasting, Video Production, Graphic Design, etc.

Your themes help identify what to teach about and what to create products/services around.

Your Content Themes are specific to each pillar but remember they are still broad topics. For each Pillar, you should have 7-10 themes. We'll break them down further in the next step.

# CONTENT TOPICS

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Your Content Topics are your specific ideas that you are going to create your content around, These fall under your content themes.

Here's an example: Remember the theme **Podcasting** under the pillar Content Creation? Under the theme (podcasting), you could have the topics "how to record a podcast", "3 ways to find podcast guests", "how to edit your podcast episode", etc.

Under each theme, you should start with 7-10 topics (you can add more if needed). Once you have your topics outlined, you can start creating your content.

Outlining your Content Pillars, Themes, and Topics will set the foundation for your content strategy and will give you a never-ending source of content to create/post.

# PLANNING YOUR CONTENT

# PLANNING YOUR CONTENT

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Planning Content can happen in multiple ways - you have to find a process that works for you. You can plan your content for the month, by the week, or every day. Whatever process fits how you operate, that is what you adopt. For example, I like to plan my content on a weekly bases.

Here are six quick steps you can use to plan your content (adjust for how you choose to plan):

1. Review your past content to see what you've talked about or what you may need to revisit.
2. Choose your weekly theme (from your content themes).
3. Choose your topics (from your content topics).
4. Choose the type of content you want to make (graphics, reels, lives, etc.)
5. Create your content (have fun!).
6. Schedule your content (check out the resources section for tools).

Creating your content with a plan helps you create effortlessly, and helps you consistently show up for your brand.

**[Click here for access to FREE Content Planning Templates.](#)**

**CONTENT THAT  
MAKES AN IMPACT**

# SHOWING UP AS YOUR AUTHENTIC SELF

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I'm going to share a story with you. Growing up, I was taught the magic of "code-switching". If you're a Black Womxn then you are very familiar with this practice, but for those who aren't- code-switching is the act of changing your behavior, voice, responses, etc. to fit the environment you are currently in.

I was taught that in order to survive in the "corporate" world or get access to opportunities that are normally awarded to my white counterparts, I have to show that I can operate as they do in their spaces.

I am a PRO at code-switching, I mean freakishly good at it. But being as good at it (as I am) comes with hella identity issues. I struggled for years really knowing who I was and knowing how I can show up in these spaces and give value while still being me.

When I started building Creatress Co., I had the mentality that I had to be everything for everyone. I thought I had to be able to relate to all types of potential clients so when I showed up for my brand and marketed my services, there was no clarity to who I was talking to.

It wasn't until I had failed launch after failed launch that I realized that the problem wasn't what I was marketing, or how even, it was how I was showing up.

# SHOWING UP AS YOUR AUTHENTIC SELF

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I was not being my true self. I was starting to learn that in order to make the impact that I wanted to make, I had to begin to show up as my authentic self. Sounds easy, right? Girl no! That shit was hard!

In order to show up as my authentic self, I had to rediscover who she was. "Who am I?" A question I continuously ask myself, even to this day.

I had to dig deep, discover my why, and connect the dots of what led me to want to build Creatress Co. in the first place. I had to discover what legacy I wanted to leave, and what change I wanted to make.

Once I did the work, I found me again, not the me who can operate in different spaces, but the me who isn't afraid to show up as exactly who I am no matter what space it is.

**THAT'S WHEN I WAS ABLE TO START CREATING CONTENT THAT MAKES AN IMPACT!!**

That is the secret! Showing up and being your TRUE, AUTHENTIC SELF. You will not be for everyone, and that's ok, but if you show up for your brand and show all of you, your genius, your messiness, your humor, your heart...you will impact the people who are assigned to you in the most beautiful ways. That's it, Sis. That's the story. BE YOU!

# **OPTIMIZING YOUR CONTENT**

# OPTIMIZING YOUR CONTENT

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Optimizing your Content simply means making sure that it is working in the way you want it to work.

When we create and share content, we have a goal of what we want that content to accomplish for us. We want it to get us a sale, or we want it to help inspire someone and grow our reach. With our goals in mind, there are ways to ensure that our content is working for us and not against us.

When optimizing your content, you can look at a few things:

## **The audio/visual quality:**

Is your content easy to see/easy to hear? Your audience's attention span is already short- people want to consume content that is entertaining, but that is also easy to watch, hear, and understand. You don't have to have the highest production value out there, but you do want to make sure your content is clear for your audience to take in.

## **The message clarity:**

Are you making sense to your audience? Can they take what you're saying/teaching them and apply it easily to their own lives? Be sure when creating (and then optimizing) your content, you review the clarity of what you're trying to say.

## **The relatability**

Can your audience see themselves in your content? Can they relate to the struggles/triumphs that you are sharing, and see the parallels in their lives? People buy from people who they relate to. Want to create effective content that converts? BE RELATABLE.

## **The customer process**

After your customer consumes your content, and you give them a call to action, are there things in place to usher them through the next steps of your customer process? Your content is just one piece of the puzzle, so you can optimize it by making sure you're ready to guide your clients through the next steps after they look at your content and decide to move forward.

**80 PIECES OF  
CONTENT TO MAKE  
FOR YOUR BRAND**

# LET'S DO THIS!

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Here's a list of 80 Content Ideas that you can start creating for your brand right now:

1. Behind the scenes: Packaging Process
2. Behind the scenes: Shipping Process
3. Behind the scenes: Manufacturing Process
4. Behind the scenes: Work-flow (daily routine)
5. Behind the scenes: Working with clients
6. Behind the scenes: Administrative work
7. Daily routine mini-vlog
8. Morning routine mini-vlog
9. Evening routine mini-vlog
10. Saturday adventures mini-vlog
11. Self-care Sunday (or any day) mini-vlog
12. Vacation recap
13. Customer Profile (who is your target customer)
14. Customer highlight (share a client win/testimonial)
15. Customer review
16. Before and after
17. Benefits of your product/service
18. What problems are you solving (outline)
19. Myth-buster (what are the myths and what's the truth)
20. Shopping for business materials mini-vlog

# LET'S DO THIS!

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21. Motivational quotes
22. Affirmations
23. Quotes from you
24. Quotes from others in your industry
25. Industry best practices
26. Shopping process (explain the steps)
27. Howto use your product (product-based)
28. How to implement your strategies (service-based)
29. Your to-do lists
30. Step by Step instructions for product
31. Family life/background
32. Favorite TV Show(s)
33. Favorite songs to work to
34. Favorite books to read for fun
35. Favorite books to read for work
36. Favorite podcasts
37. Favorite foods/snacks
38. 10 facts about you
39. Outfit of the day
40. Outfits for the week

# LET'S DO THIS!

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41. How it started vs How it's going
42. Holidays of the month (content for each holiday)
43. Answers to client/customer questions
44. FAQs (frequently asked questions)
45. Do's and Don'ts for your product/service/industry
46. Business wins/milestones
47. Business Anniversaries
48. Daily prayers
49. Daily scriptures
50. Sermon/motivational speech clips that inspire you
51. Business tips
52. Industry tips
53. Interviews with others in your industry
54. Interviews with clients/customers
55. Favorite business tools (things you use to work)
56. Favorite business software programs
57. History of your industry
58. History of your business
59. Industry facts
60. Industry changes

# LET'S DO THIS!

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61. Bucket list: Places you want to visit
62. Bucket list: People you want to meet
63. 1-year goals
64. 3-year goals
65. 5-year goals
66. How to work with you
67. Company policies
68. Staff highlight/shoutouts
69. Share awards you've won
70. Share past and future speaking engagements
71. Share your story- what made you start your business?
72. Audience engagement: This or that
73. Audience engagement: Ask favorite food
74. Audience engagement: Ask for book recommendations
75. Audience engagement: Ask for opinions on outfits
76. Audience engagement: Ask them to help you name a product/program
77. Audience engagement: Host an "Ask Me Anything" session
78. Audience engagement: Ask for vacation recommendations
79. Audience engagement: Ask for reviews
80. Audience engagement: Ask what they want to learn

# **CONTENT CREATION RESOURCES: GRAPHICS**

# GRAPHIC RESOURCES

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Here are some resources to help you level up your graphic content:

## **CANVA.COM**

CANVA IS THAT DEAL!! If you are new to creating graphic content, or you have experience and want an easy-to-use tool, Canva is the BEST in the business. There are so many features to use in Canva, that I could write a whole other book about it. Canva is extremely user-friendly and easy to learn. If you're not using Canva- GET ON IT!!

## **PEXELS.COM**

This is my FAVORITE stock photo site. Not only do they have 1000s of free stock photos that you can use for your content, but they also have the most diverse selection of photos (so you're not just stuck with white guys in ties).

## **DAFONT.COM**

Looking for unique fonts to use for your content to help you stand out and catch the attention of your audience?? Dafont.com has your back. There are hundreds of fonts that you can download for free and upload to systems like Canva to use in your content.

# **CONTENT CREATION RESOURCES: VIDEO**

# VIDEO RESOURCES

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Here are some resources to help you level up your video content:

## **ZOOM**

Zoom is not just a meeting resource. You can also use it to record high-quality videos for your business. Creating a course, or want to do a simple YouTube video, pop open Zoom, hit record, and create. The videos can be saved directly to your computer or to the cloud.

## **STREAMYARD**

Streamyard is one of my favorite livestream production platforms. With Streamyard you can go live on platforms like Facebook and YouTube simultaneously and create an immersive experience for your viewers. You can share their engagement live on the screen, have running info banners, and more.

## **INSHOT**

InShot is your EDIT ON THE GO App for short-form videos. Quickly and easily edit videos for reels and Tik Tok in InShot, and then save them directly to your phone to upload to Instagram, Facebook, or Tik Tok.

## **IMOVIE**

You don't have to spend hundreds of dollars on editing software to edit your YouTube episodes. iMovie is a simple, user-friendly editing software that gives you all of the editing capabilities you need to create engaging long-form video content. iMovie is only available on Apple devices.

# **CONTENT CREATION RESOURCES: AUDIO**

# AUDIO RESOURCES

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Here are some resources to help you level up your audio content:

## **HEADLINER.APP**

Headliner is a web-based software that helps you take your audio content and market it over social media. You can create audiograms (short visual clips of your audio), transcribe videos, and more.

## **AUDACITY**

Audacity is my GO-TO audio editing software. Like iMovie, Audacity is a user-friendly option to edit those audio-only files. It's also FREE to download!

## **ZOOM**

Just like you can use Zoom to record video, you can also use it to record audio content as well! When you finish recording in Zoom, it saves the recording as a video file and an audio-only file. This makes it easy to drop the file in Audacity, edit for clarity, and share.

## **KRISP.AI**

This is a web browser extension that helps drown out any background noise to help you produce clean, crisp audio. If you're going live or recording a podcast episode Krisp.ai will make sure that your voice is front and center.

**LET'S  
WRAP UP!**

# YOU'RE READY TO CREATE, SIS!



That's it, Sis! You have all the information you need to effectively create content for your brand that makes an impact!

We've gone over so much in this book- so thank you for sticking it out until the end.

All there's left to do now is CREATE! There is no quick way to become an expert at creating content- you just have to show up and do it.

The more you show up for your audience, the better your content will get. KEEP SHOWING UP, SIS!!

I mentioned in the intro that I am here to serve, and that I want to see you win, so if there is anything that you need further clarity on, please don't hesitate to reach out to me and ask. I'm happy to help in any way I can.

Alright! I'm shutting up now so you can CREATE!!

Go be AMAZING!!!

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