



FINDING ALTERNATIVE CAREERS THROUGH CONTENT CREATION

Erin Kuester



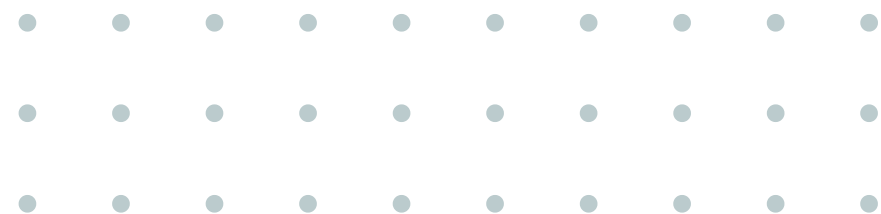
MEET ERIN!

MA, Applied Linguistics (Ohio University 2014)

Former university ESL instructor (10 years!)

Current instructional designer (higher ed & corporate)

Live in Iowa with my husband, cat, and two mini dachshunds!



HOW I USE CONTENT CREATION:

Started on LinkedIn: Posted content about my career transition, found a niche in teacher career transitioners

Moved to TikTok: Focused on creating content for teachers leaving the classroom

Drive viewers to my career coaching business

My first paid content gig was through LCL networking!



01. **WHAT IS CONTENT CREATION?**
And why do we care about it?

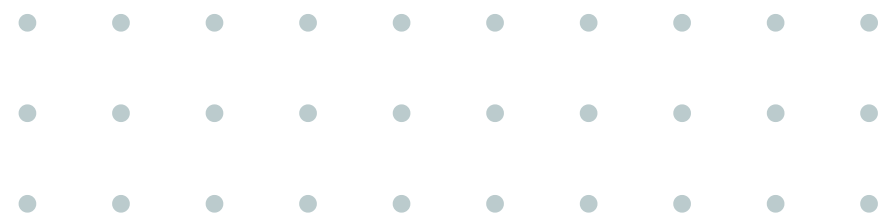
02. **TYPES OF CONTENT**
Overview of popular content types

03. **CREATING A CONTENT STRATEGY**
Figure out what works for you

04. **PLATFORM-SPECIFIC STRATEGIES**
LinkedIn, Instagram, and TikTok

05. **MONETIZING YOUR CONTENT**
Making content work for you

06. **CONTENT PLANNING ACTIVITY**
Let's create some content!



AGENDA

01.

WHAT IS CONTENT CREATION?





WHAT DOES CONTENT CREATION MEAN TO YOU?

Add your answer in the chat!



Content creation is the production and sharing of materials online for different audiences.

Types of Content Creation Includes:

- Writing (blogs, articles, websites, Substack)
- Video content (YouTube, TikTok, Instagram)
- Social media posts (Facebook, Twitter/X, Instagram, LinkedIn)
- Podcasts
- User-generated content (UGC)

And more!



BENEFITS TO JOBSEEKERS

Alternative Career Paths and Flexibility:

- Work as a freelancer
- Start your own business
- Market a business
- Work as a content specialist
- Leverage skills

Enhance Personal Branding:

- Create a personal or professional brand
- Demonstrate expertise
- Engage an audience
- Attract opportunities

Opportunities for Entrepreneurship:

- Monetize content
- Sponsorships
- Sell products or services
- Offer consulting
- Additional or primary income

02.

TYPES OF CONTENT



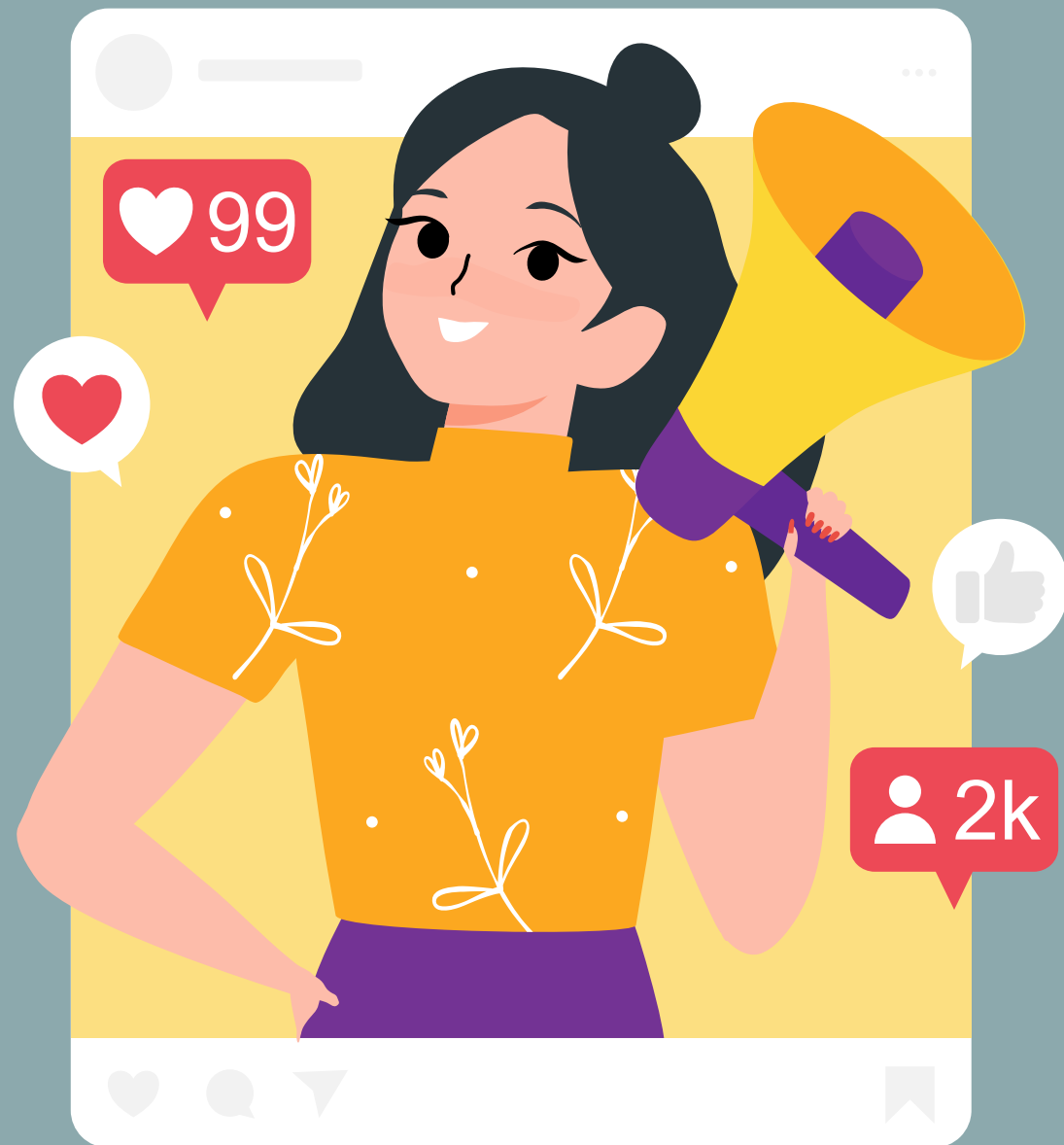


WHAT'S YOUR FAVORITE KIND OF CONTENT (AND ON WHAT PLATFORM?)

Add your answer in the chat!



TYPES OF CONTENT



Entertain

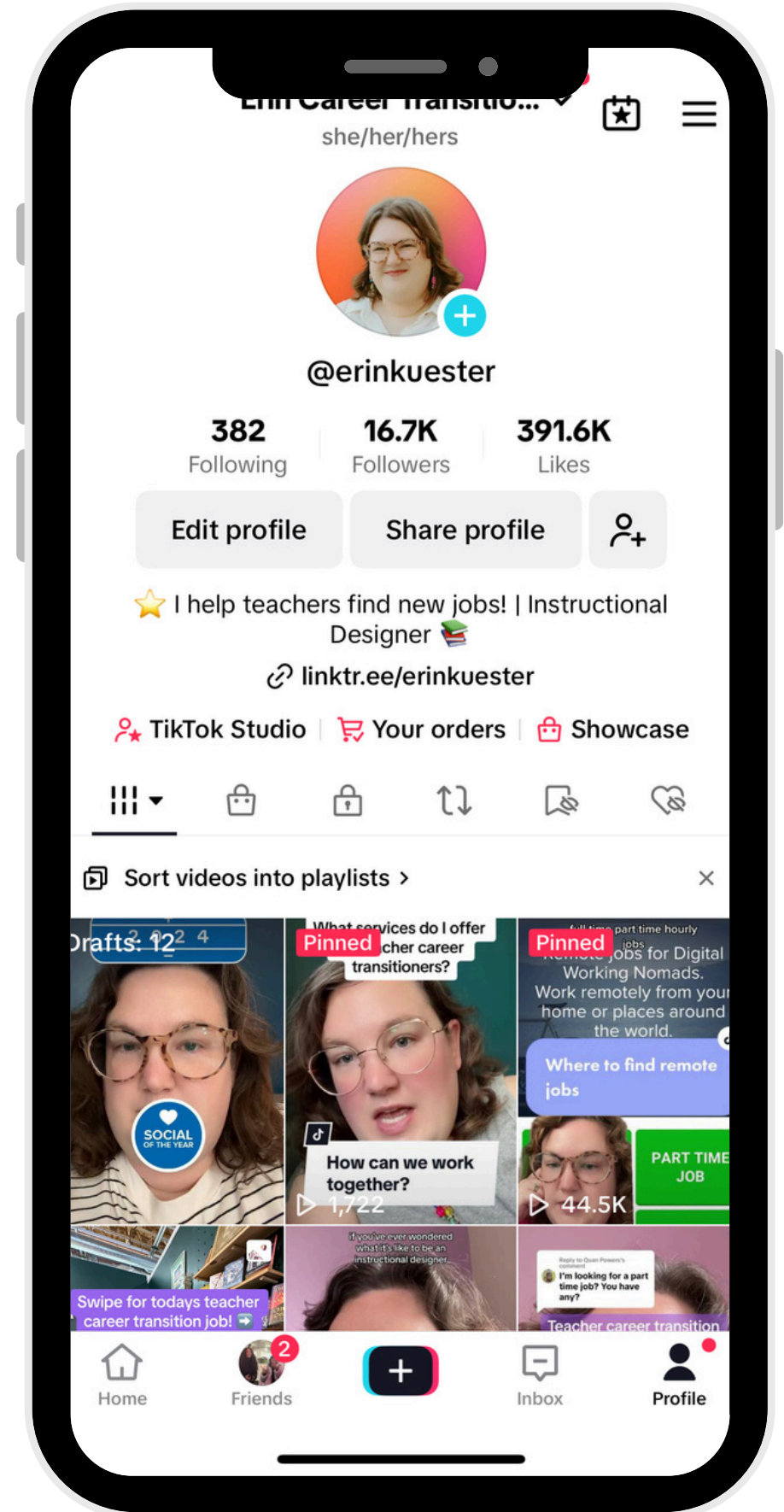
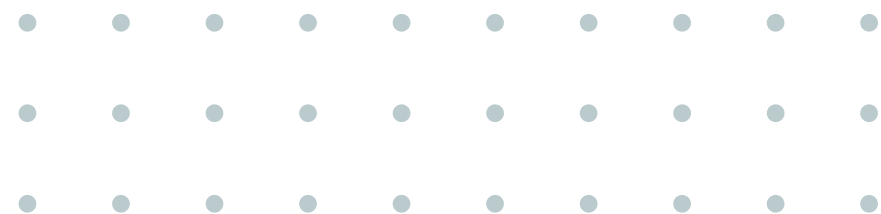
Educate

Evoke

ENTERTAIN

Content designed to capture audience attention and keep them engaged. This is the content most likely to be shared and go viral.

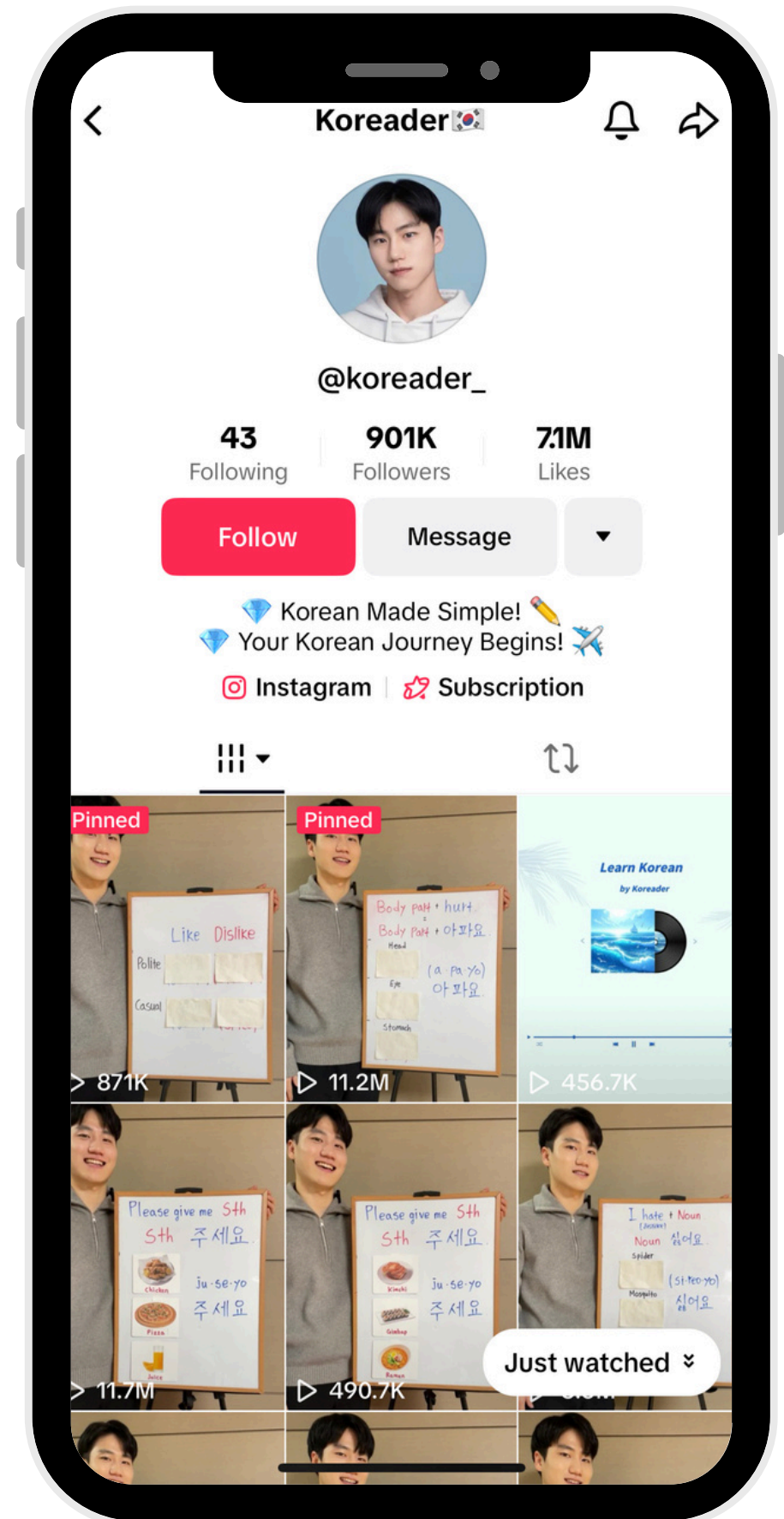
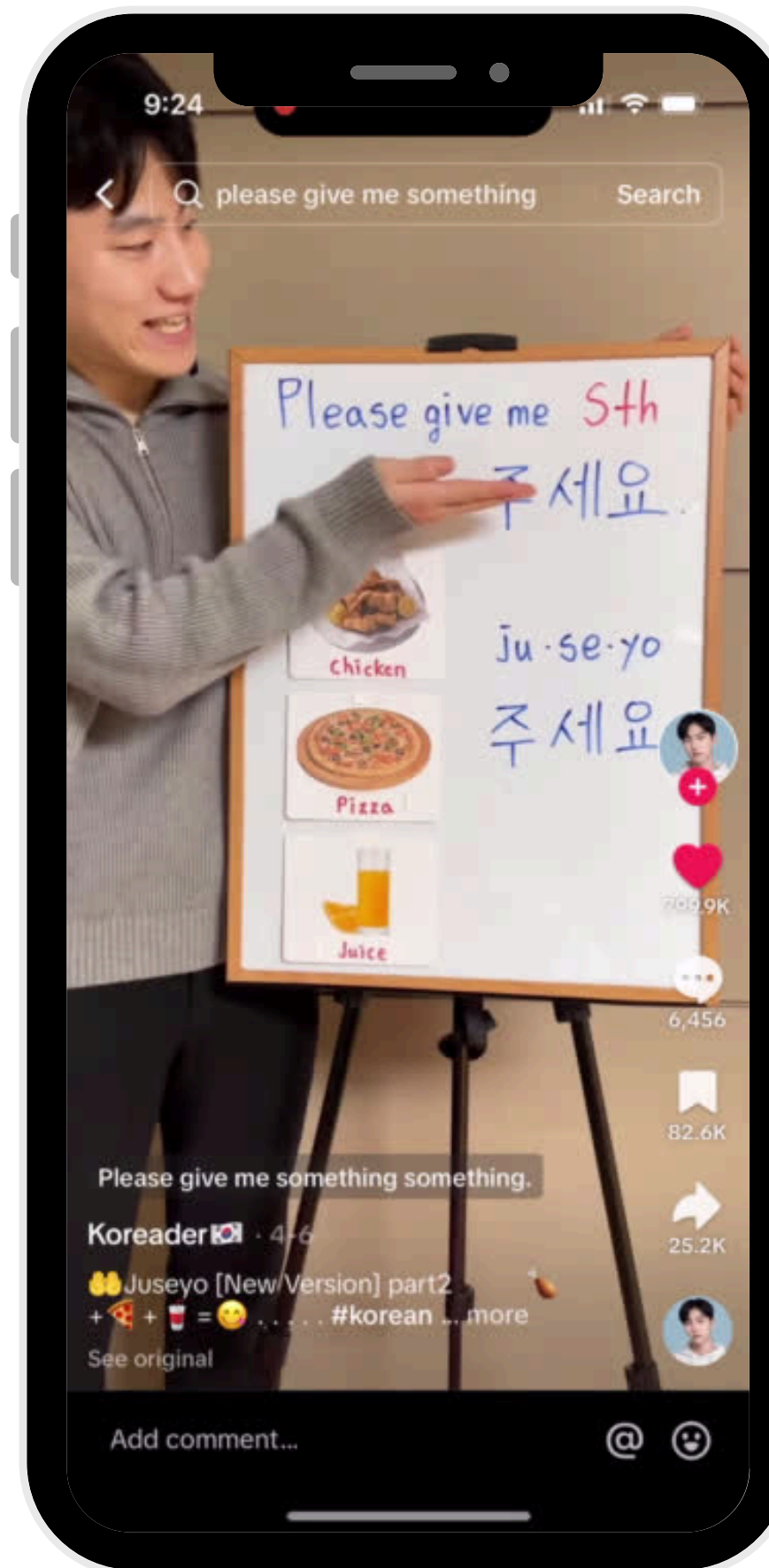
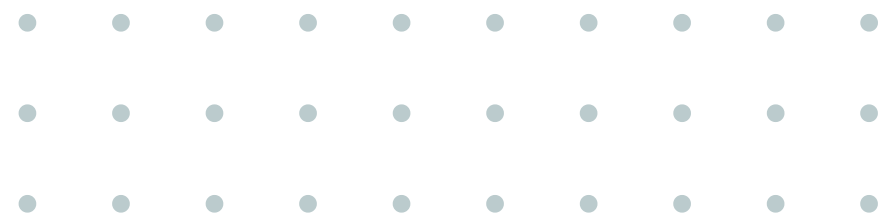
- Memes
- Funny videos
- Entertaining stories
- Challenges



EDUCATE

Educational content provides value by teaching the audience about something. This content builds authority in your niche.

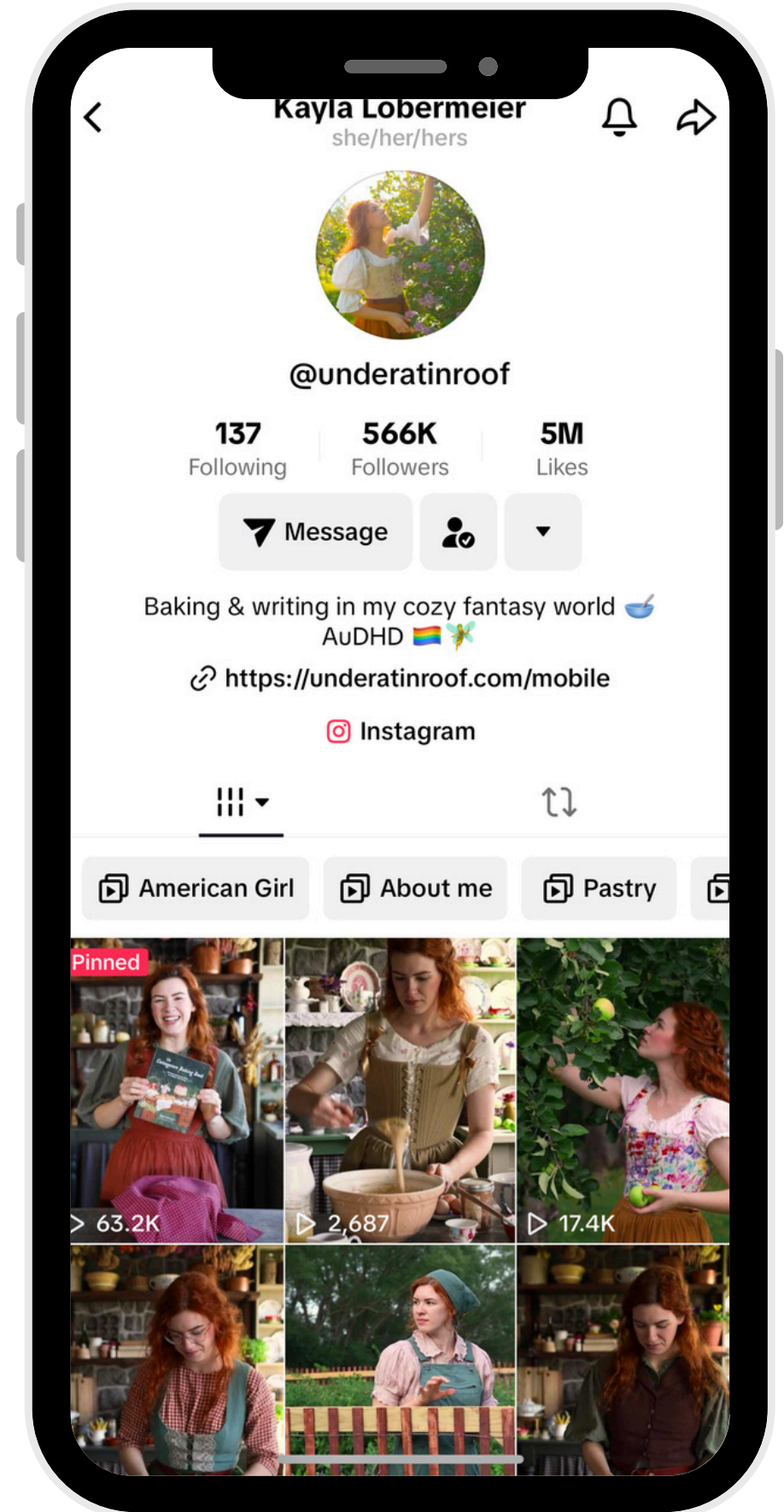
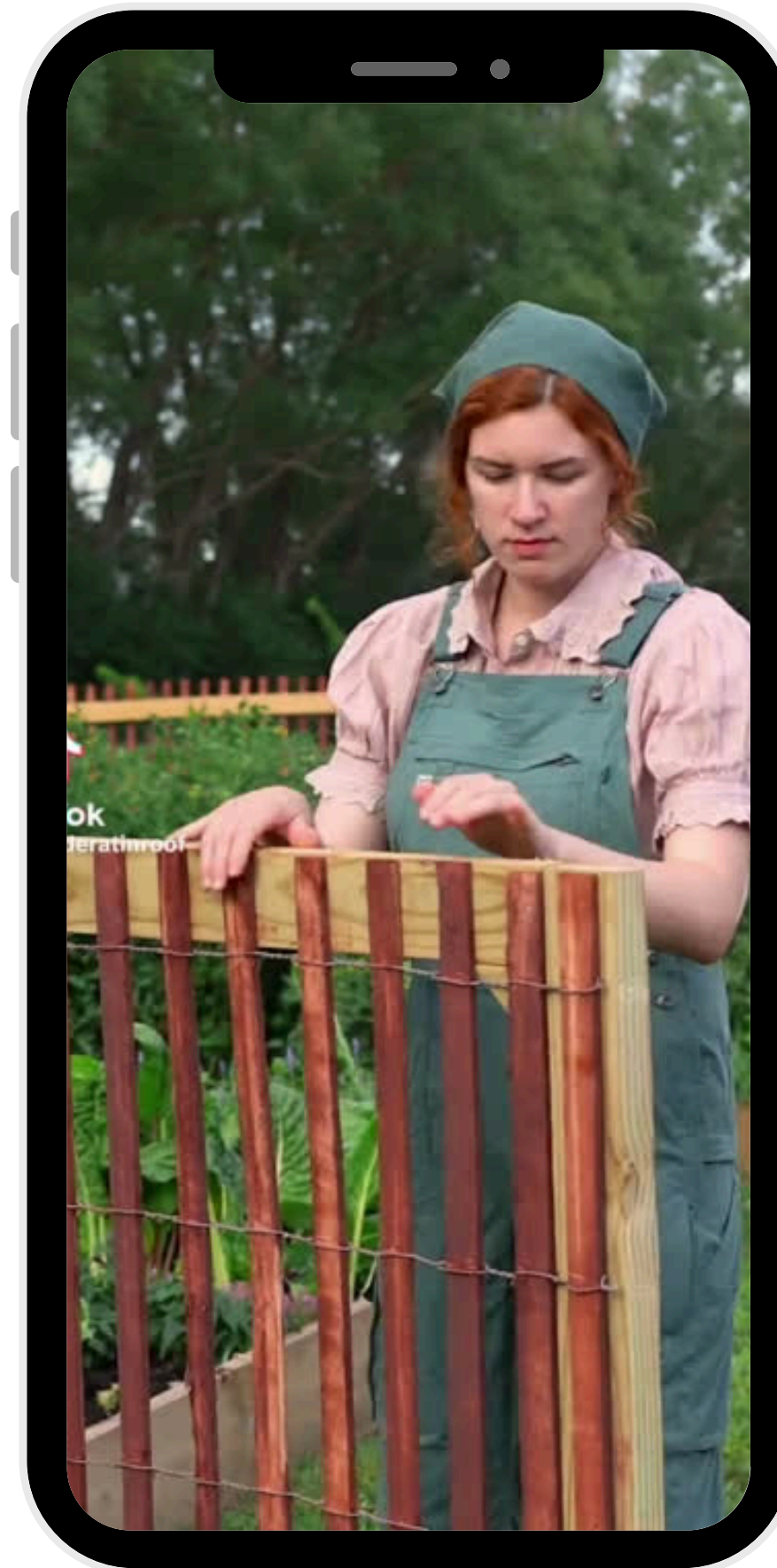
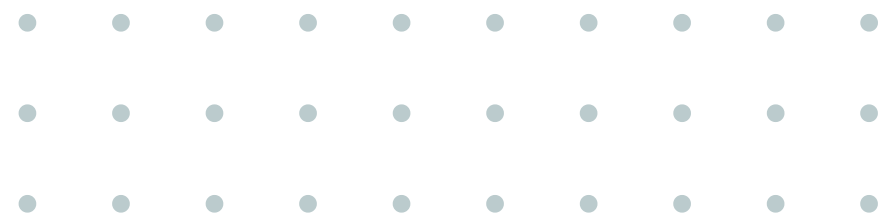
- How-to guides
- Tutorials
- Explainer videos
- Expert/niche advice



EVOKE

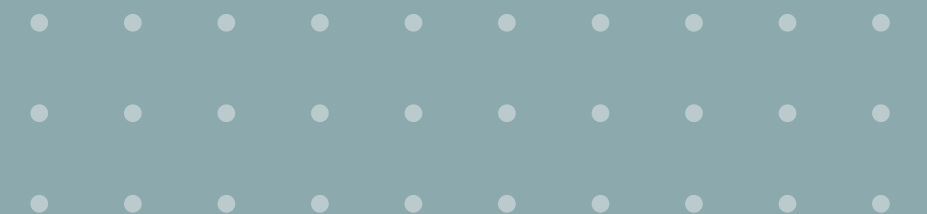
This content is meant to evoke an emotion, whether good or bad. This is community-building content.

- Inspo videos
- Get-ready-with-me (GRWM)
- Outfit of the day (OotD)
- Lifestyle content





Why do you think each of those videos was successful? What did it do well for its content type?



WHAT THEY ALL HAVE IN COMMON:

Must be shareable or
saveable

Must provide value to the
audience

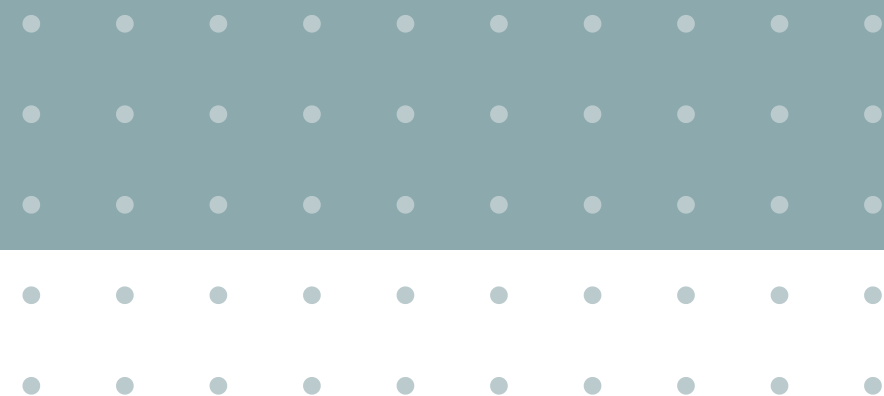
Must be authentic or
relatable

Must be good quality



03.

CREATING A SUSTAINABLE CONTENT STRATEGY

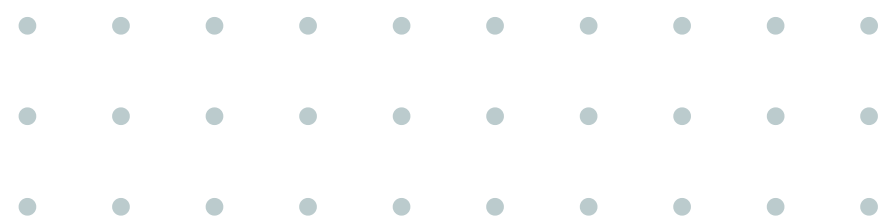


MEET LIZ!

Liz is a recent Linguistics MA graduate who knows academia isn't for her. But neither is corporate!

Liz is starting her own English teaching business.

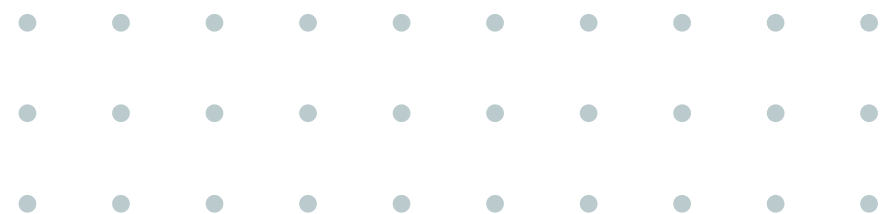
Let's help Liz figure out her content plan!



CHOOSING ONE PLATFORM TO START

Identify your ideal platform:

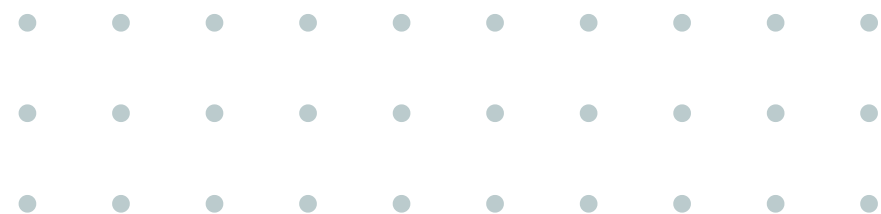
- Where does your target audience spend their time?
- Start small and scale up...build a strong presence on one platform first.



FIGURING OUT YOUR NICHE

Who is your exact audience?

- Narrow down your niche to help you target a specific audience.
- What unique value do you offer your audience?
- Identify content gaps among others in your niche.



LEVELS OF NICHE

WIDE

This is your very general audience, where you will gain the most views, but not engagement.

Ex.: Moms, fitness, corporate life

COMMUNITY

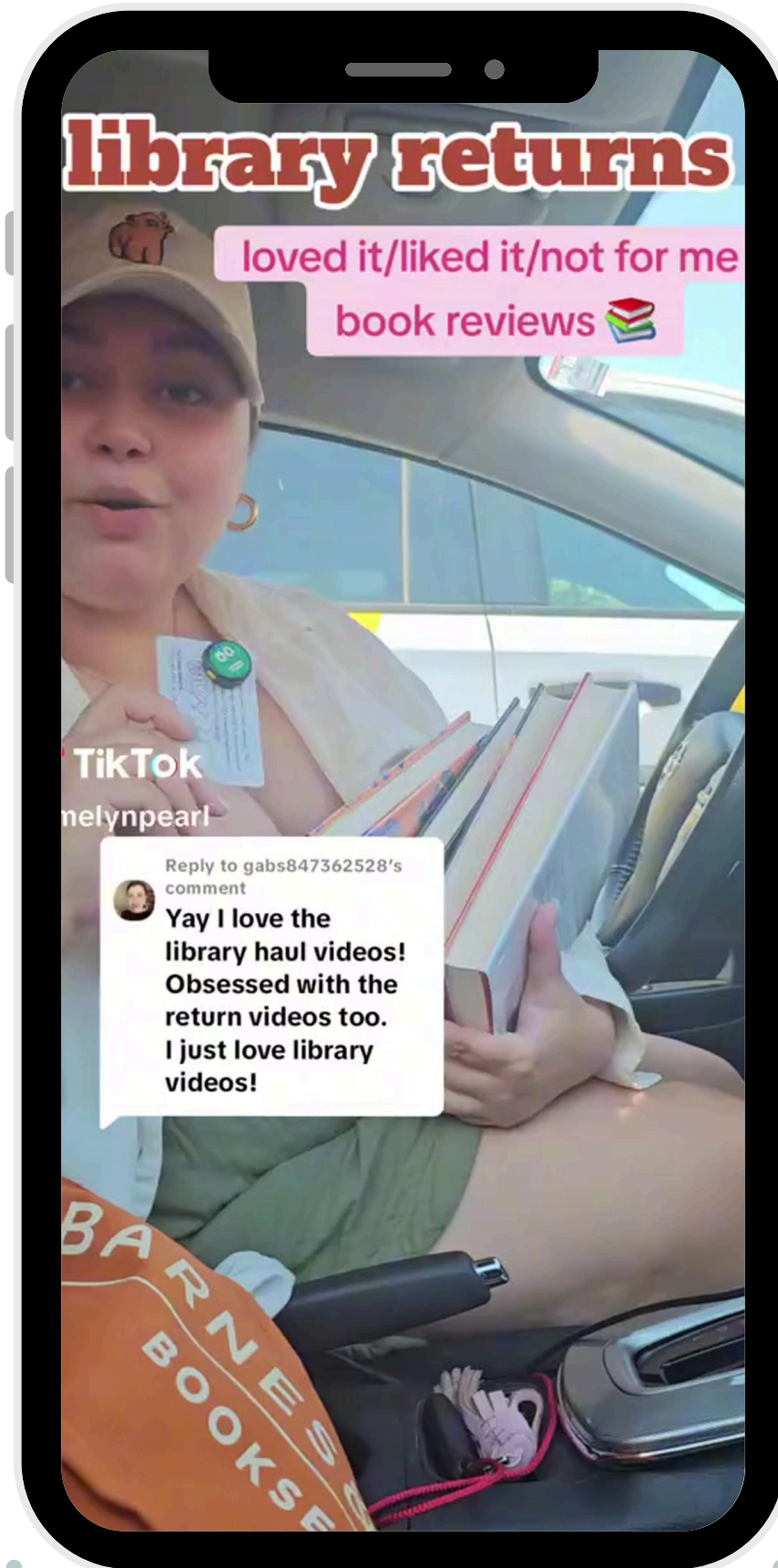
This is your ideal audience. They are interested in and engage with your content.

Ex.: Moms looking for side hustles, cozy fitness, corporate outfits

NARROW

This is a niche that you may be interested in, but isn't big enough to have potential for content.

Ex.: Instructional design



HOT GIRLS HAVE LIBRARY CARDS

What is Emelyn's wide
niche?

What is Emelyn's community
niche?

What about her style is
appealing to viewers?

LIZ NEEDS A NICHE!

Before Liz can create content, she needs to figure out her audience!

Take a minute to brainstorm:

What's a good wide niche for Liz?

What's a good community niche for Liz?

What's a narrow niche that might be too small?

- • • • • • • • • •
- • • • • • • • • •
- • • • • • • • • •



BASIC CONTENT STRUCTURE

- Hook (written, spoken, or visual)
- Content (the main event!)
- Call to action (drive people to like, comment, follow, check out website, sign up for newsletter, etc)
- Create a consistent visual or written style to build your brand

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BREAK UP WITH INDEED

What is Liora's hook?

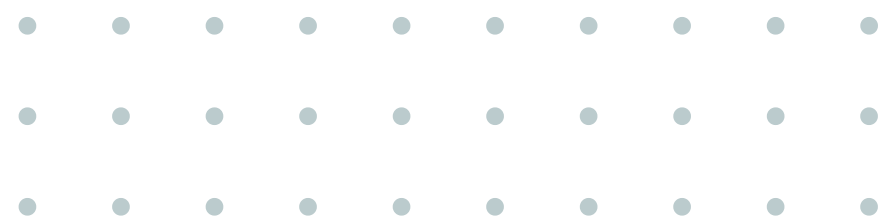
What makes the content appealing?

What is Liora's call to action? (They might have more than one!)

EXPERIMENT WITH CONTENT TYPES

Try out different kinds of content to see what your audience likes, and to keep content fresh and engaging.

Don't copy competitors, but analyze what works for them and add your own spin.

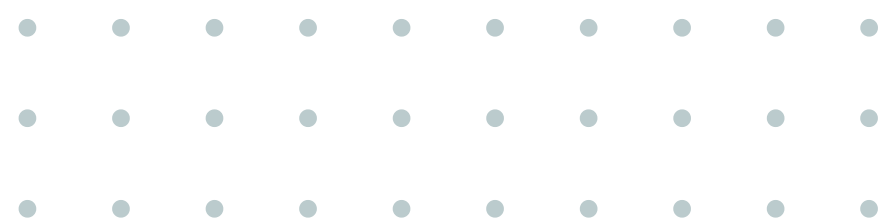


DEVELOP A CONTENT CALENDAR

Create a calendar or regular schedule for posting content.

Balance different content types to appeal to different audiences (and algorithms)

You don't need to post 3x a day!



04.

PLATFORM- SPECIFIC STRATEGIES

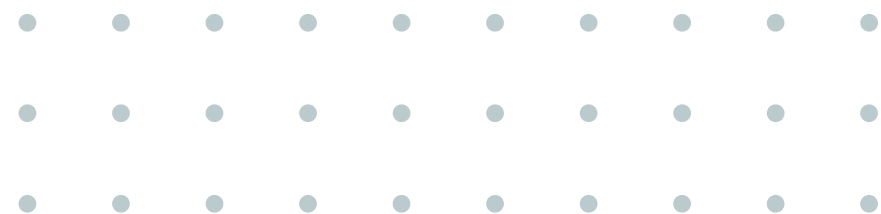


LINKEDIN

Professional content, good for building authority

Good for building a community (more back-and-forth than other platforms)...interacting with network creates better visibility.

Post 2-3x per week

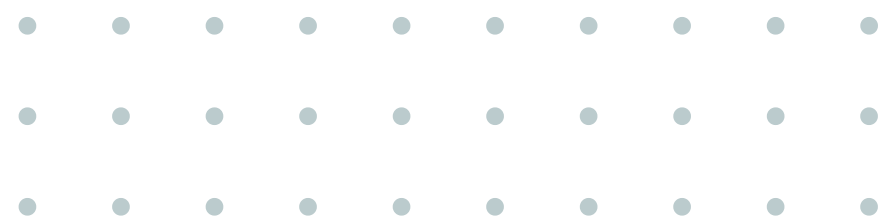



LINKEDIN

Written content (short form), single-image content, image carousels

Optimize profile for searchability

Educational content, case studies, testimonials, success stories, off the cuff observations






Erin Kuester (She/Her) • You
★ Helping teachers rediscover their spark! | Instructional Designer | ...
3w • 🌐


...


★ "Wow, instructional design is such a tech-forward job, you must do so much cool stuff! Gamification, reward badges, interactive design...sounds like so much fun!"


Idk about that, I've spent all week just editing videos to remove the narrator's breathing 🙄


 Kelsey Dierdorff, M. Ed and 409 others


70 comments · 5 reposts

 Like

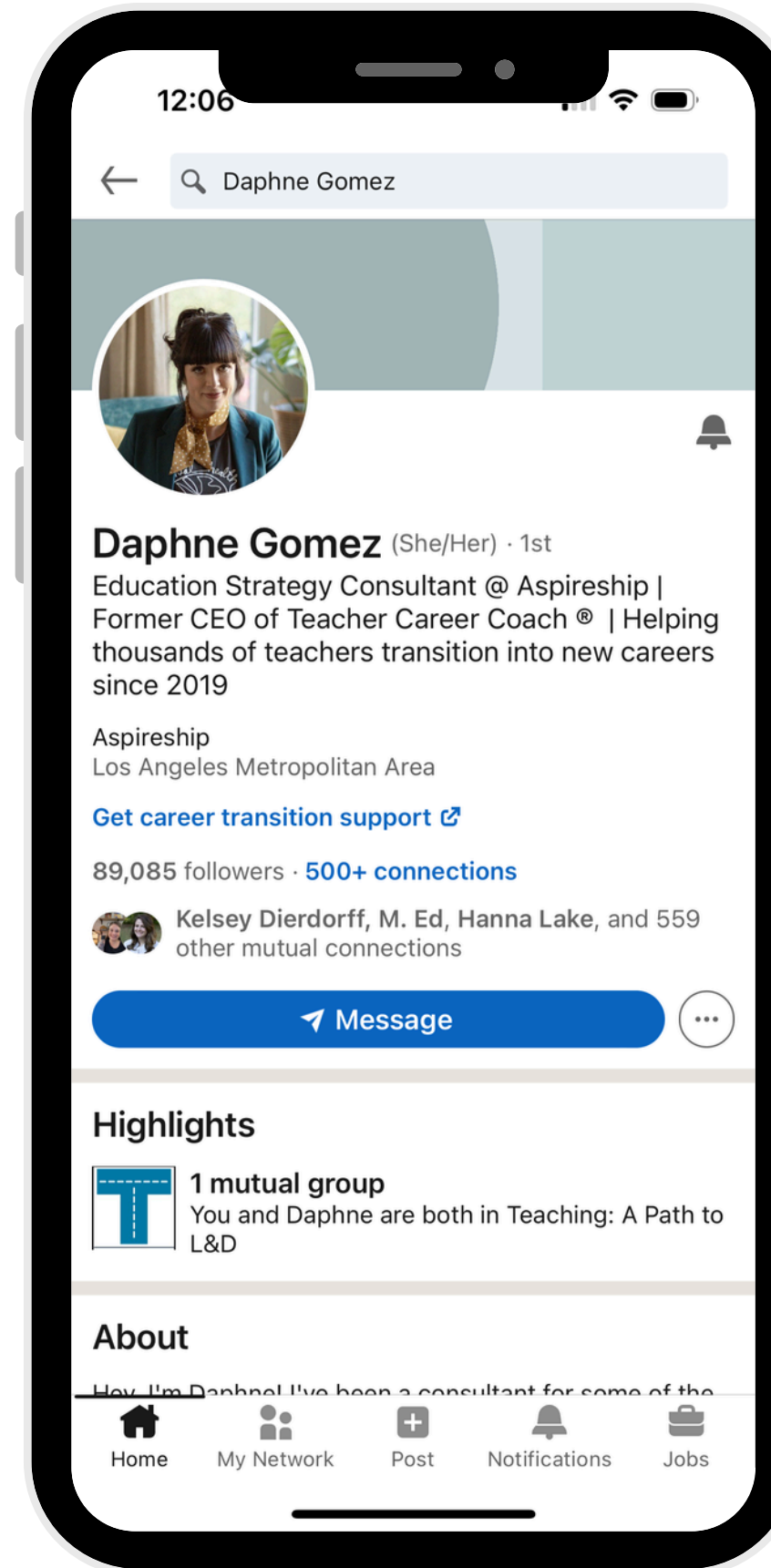
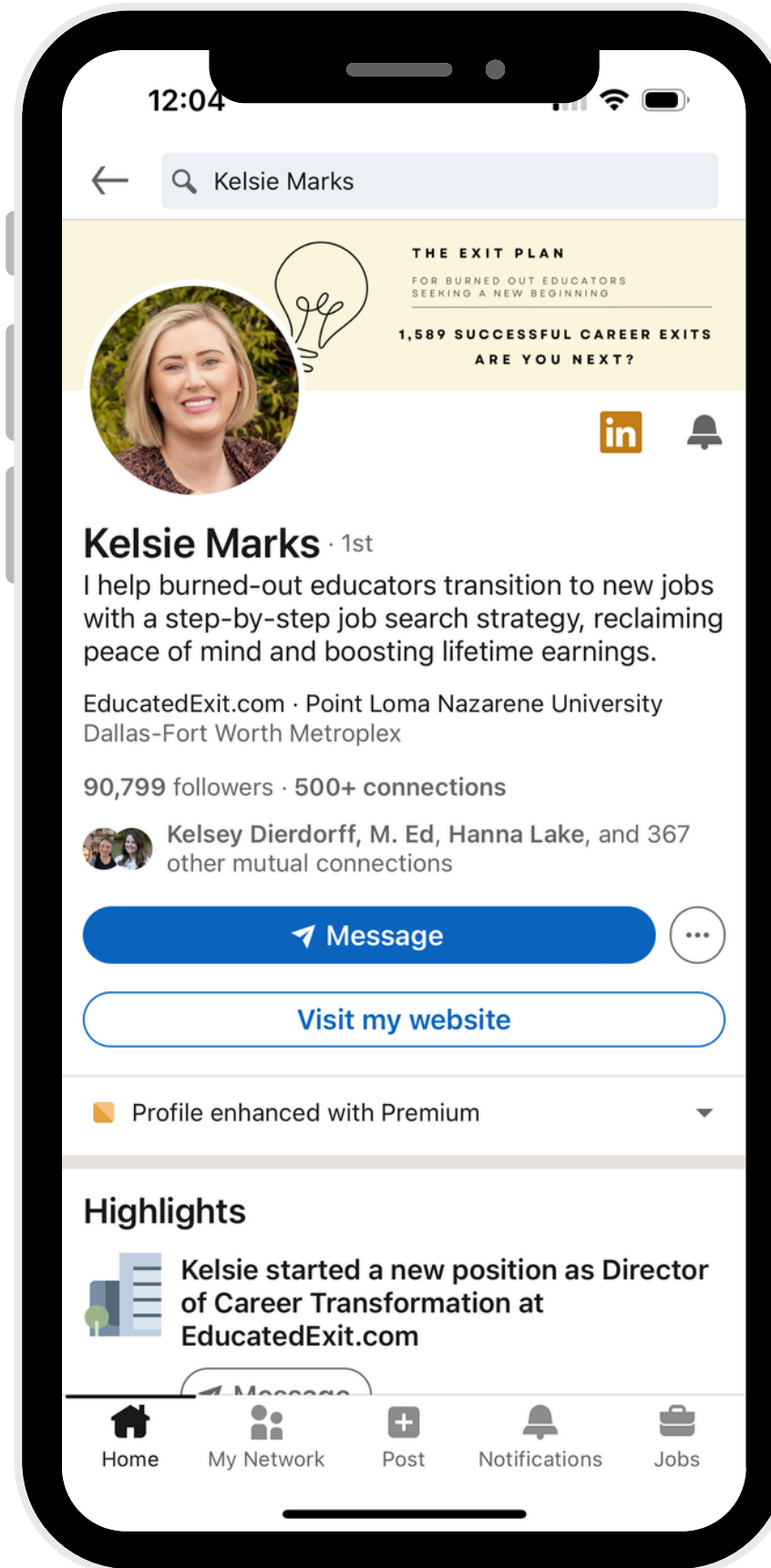
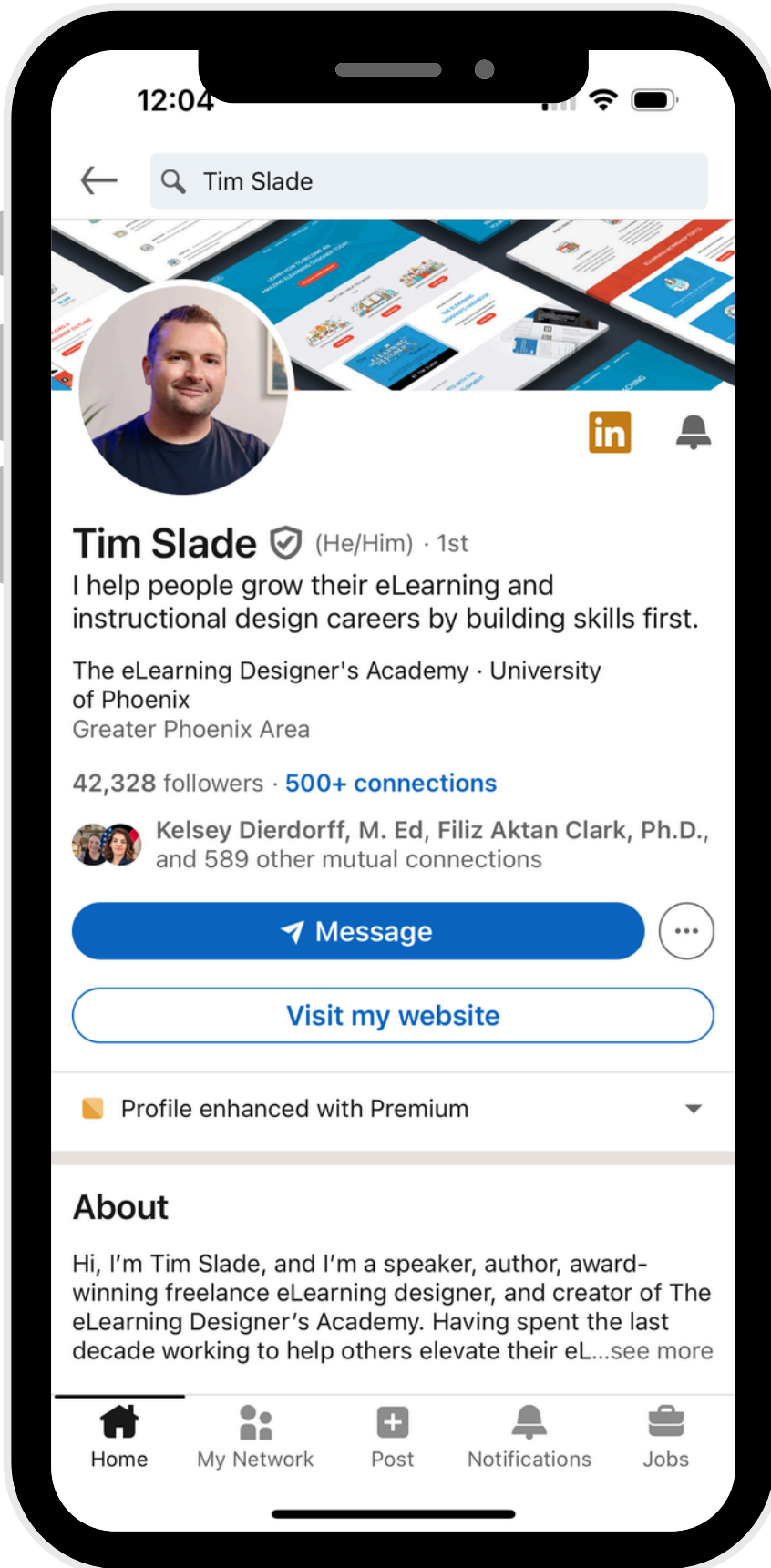
 Comment

 Repost

 Send

 17,572 impressions

[View analytics](#)



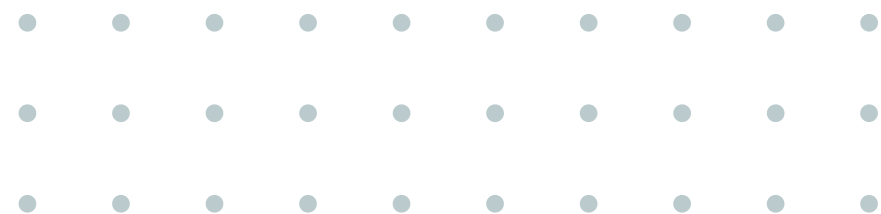
INSTAGRAM

Visual storytelling

Images, carousels, Instagram Reels, Instagram Live, Stories

Driven by aesthetics

Requires good engagement for growth



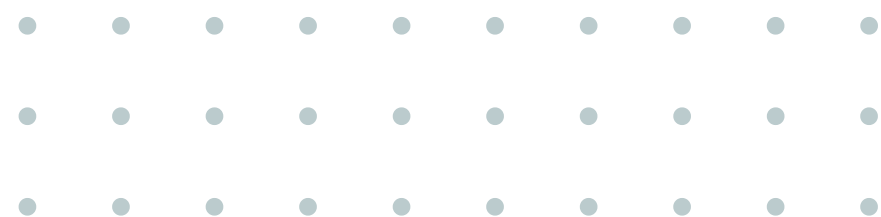
INSTAGRAM

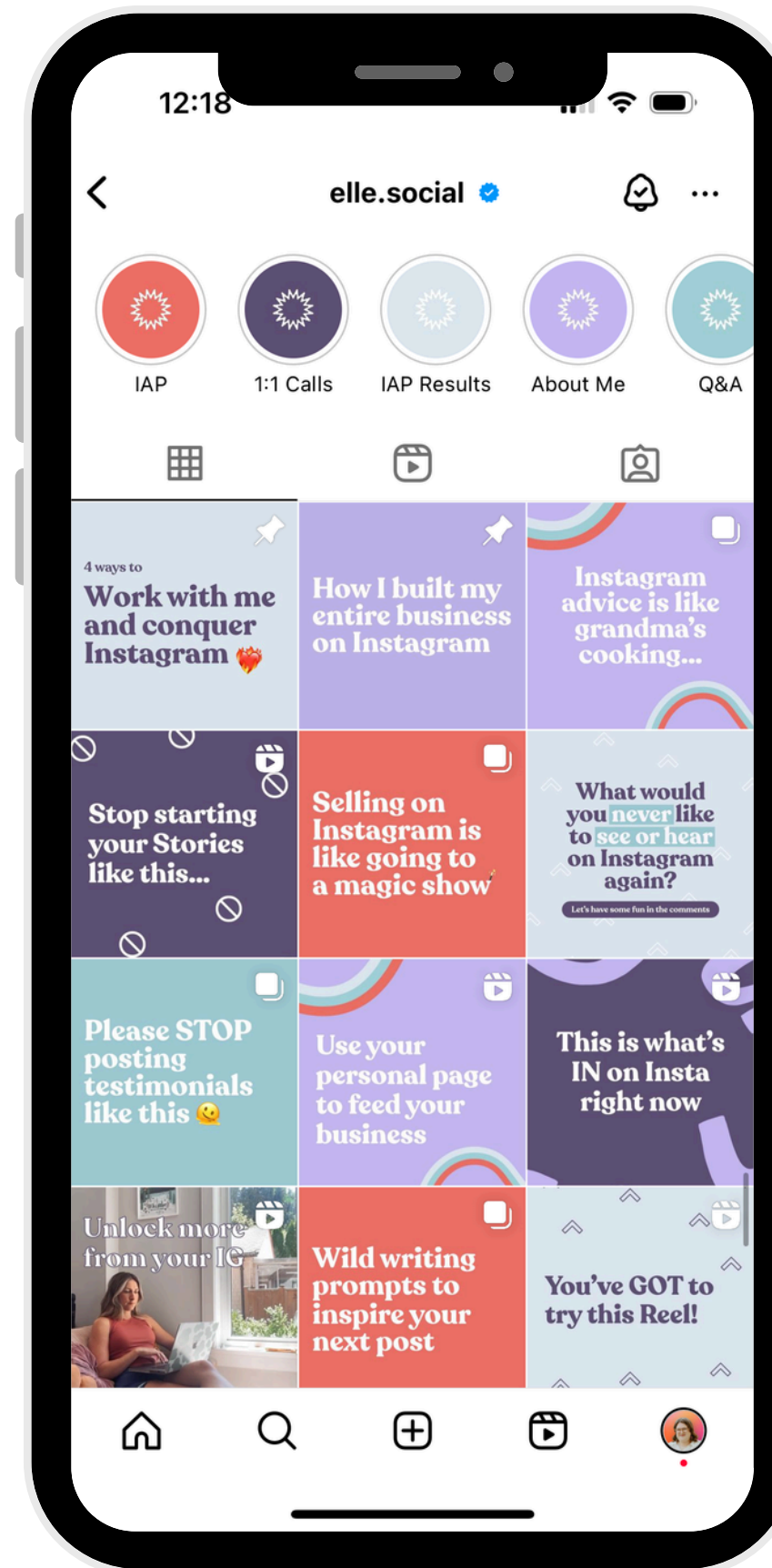
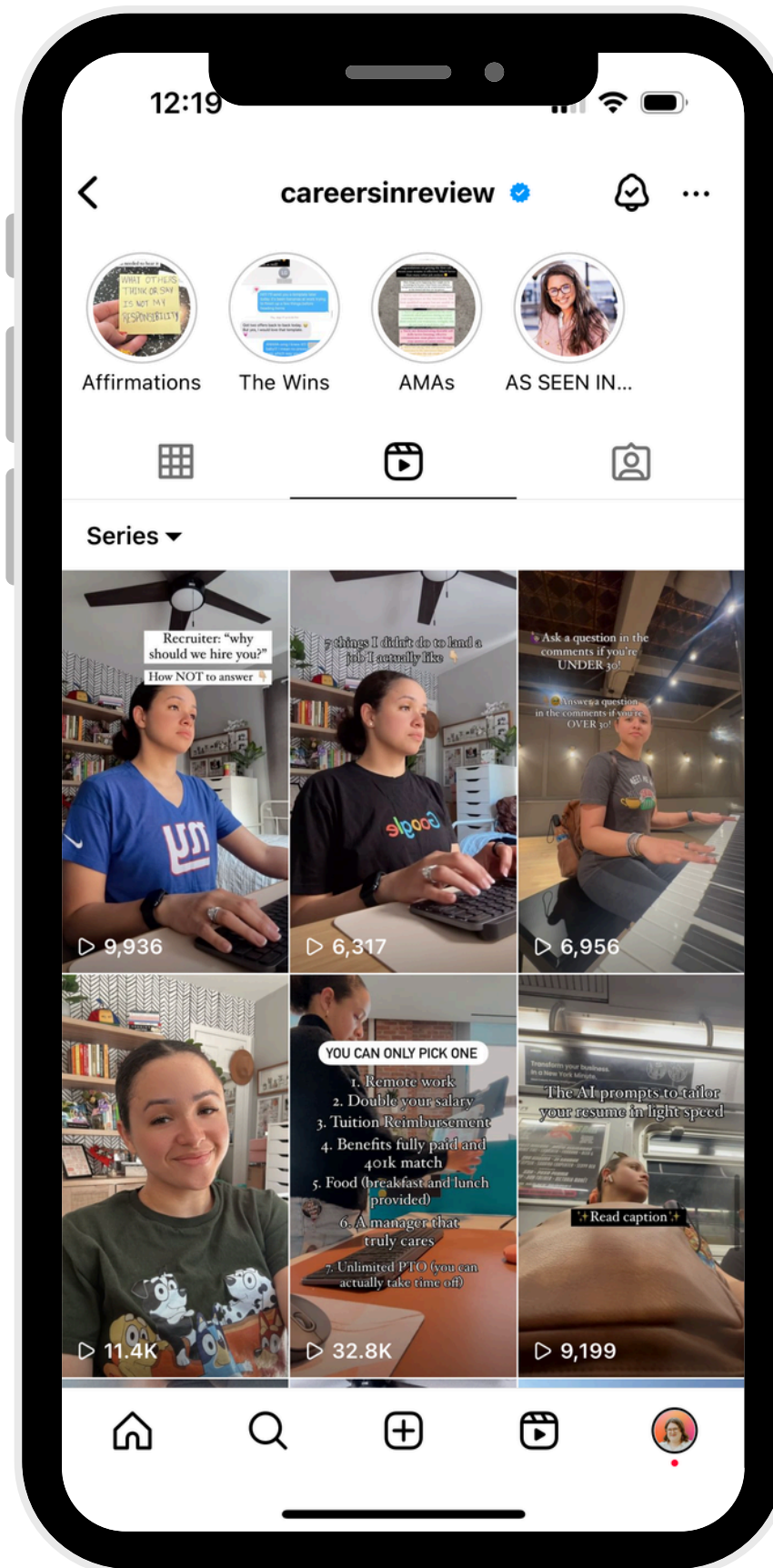
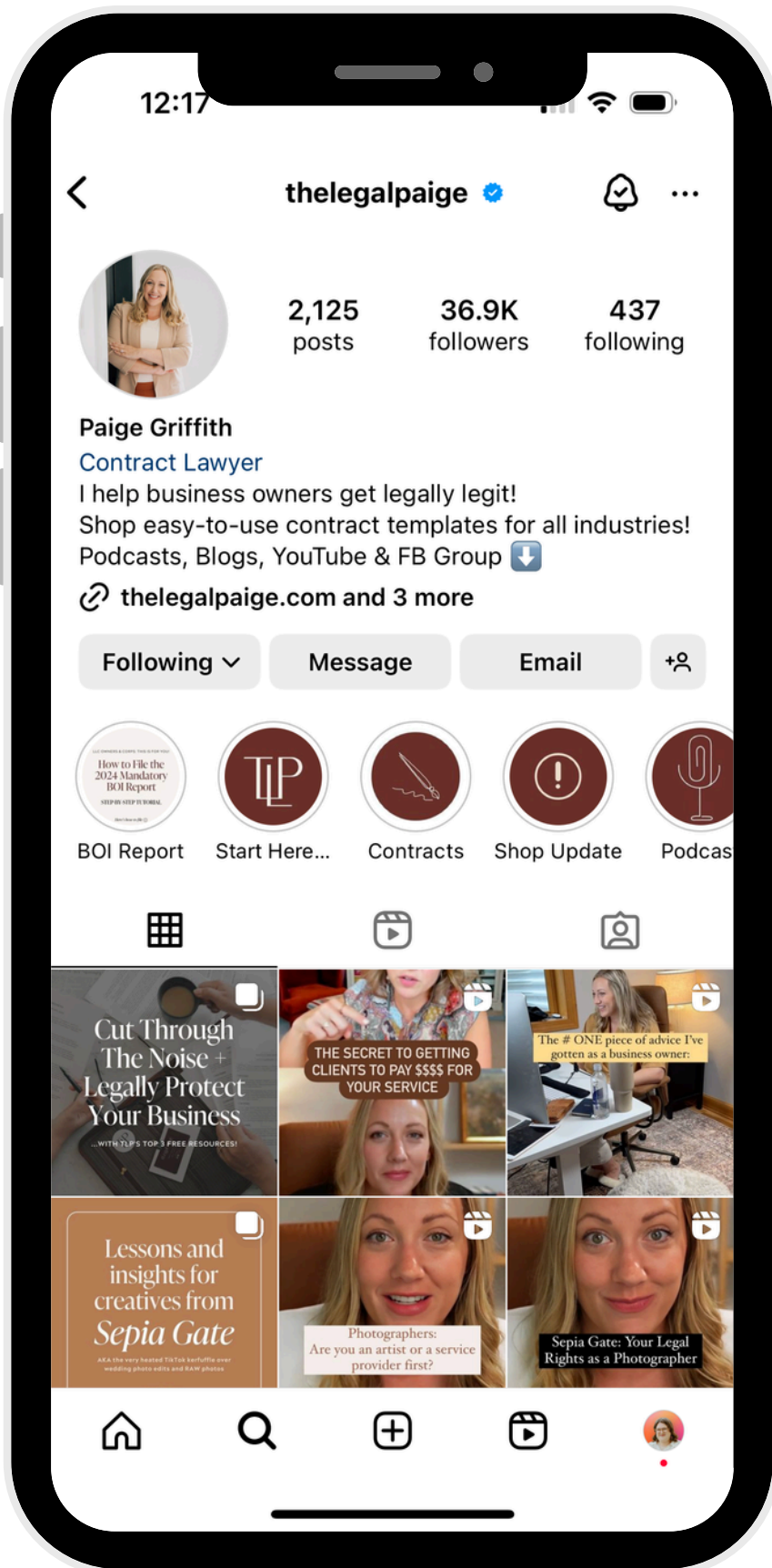
Utilize the link in bio feature
to strategically direct
followers

Use Instagram's in-app tools
to make the algorithm happy

Video content limited to 90
seconds

Use Reels and Stories for
growth





TIKTOK

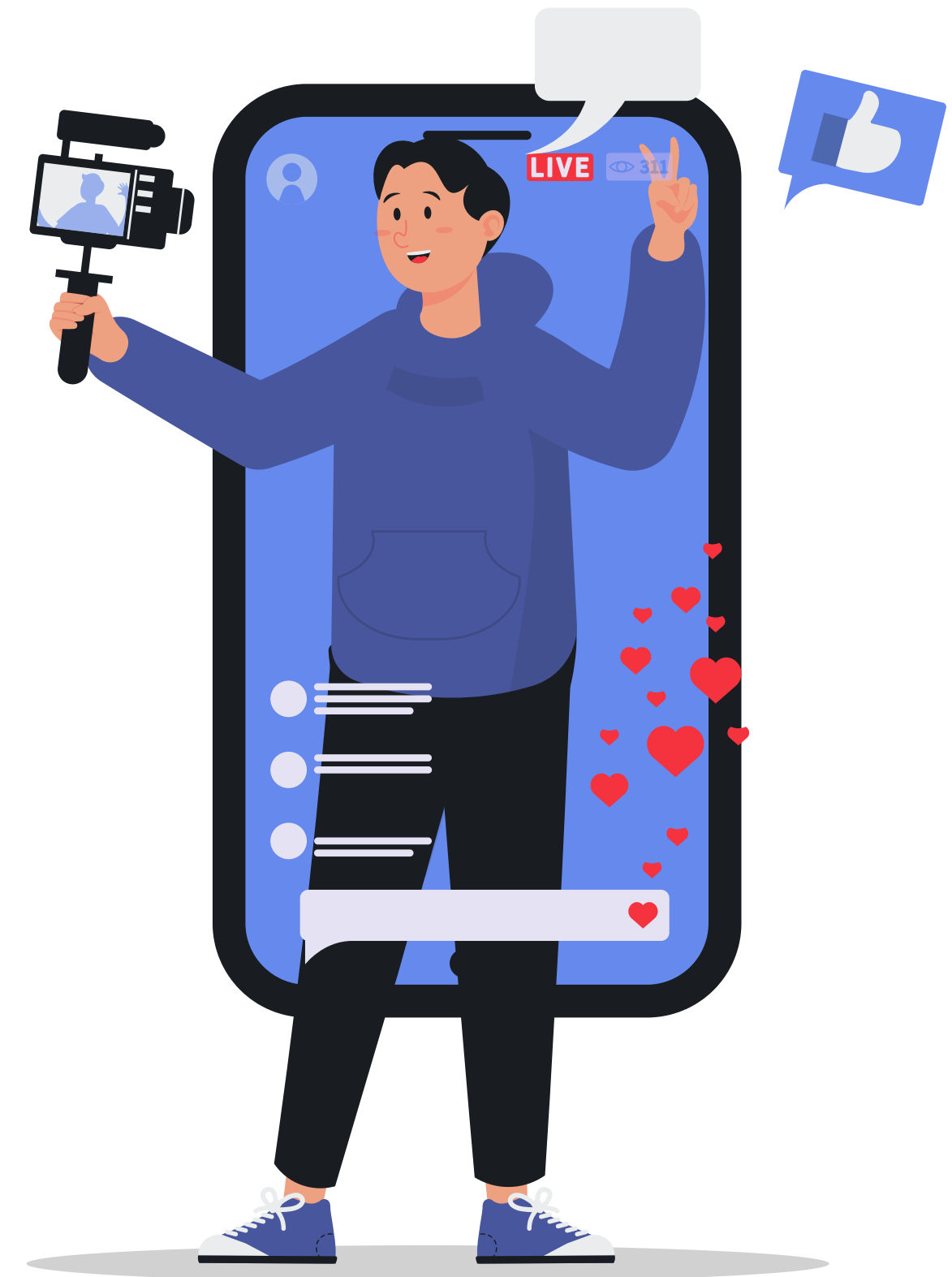
Most potential for growth

Need to capture audience attention immediately

Participate in audio and video trends

Ideal posting schedule is once a day (images, carousels, stories, live, 15s, 60s, 10m videos)

Use in-app editing features to boost content



TIKTOK

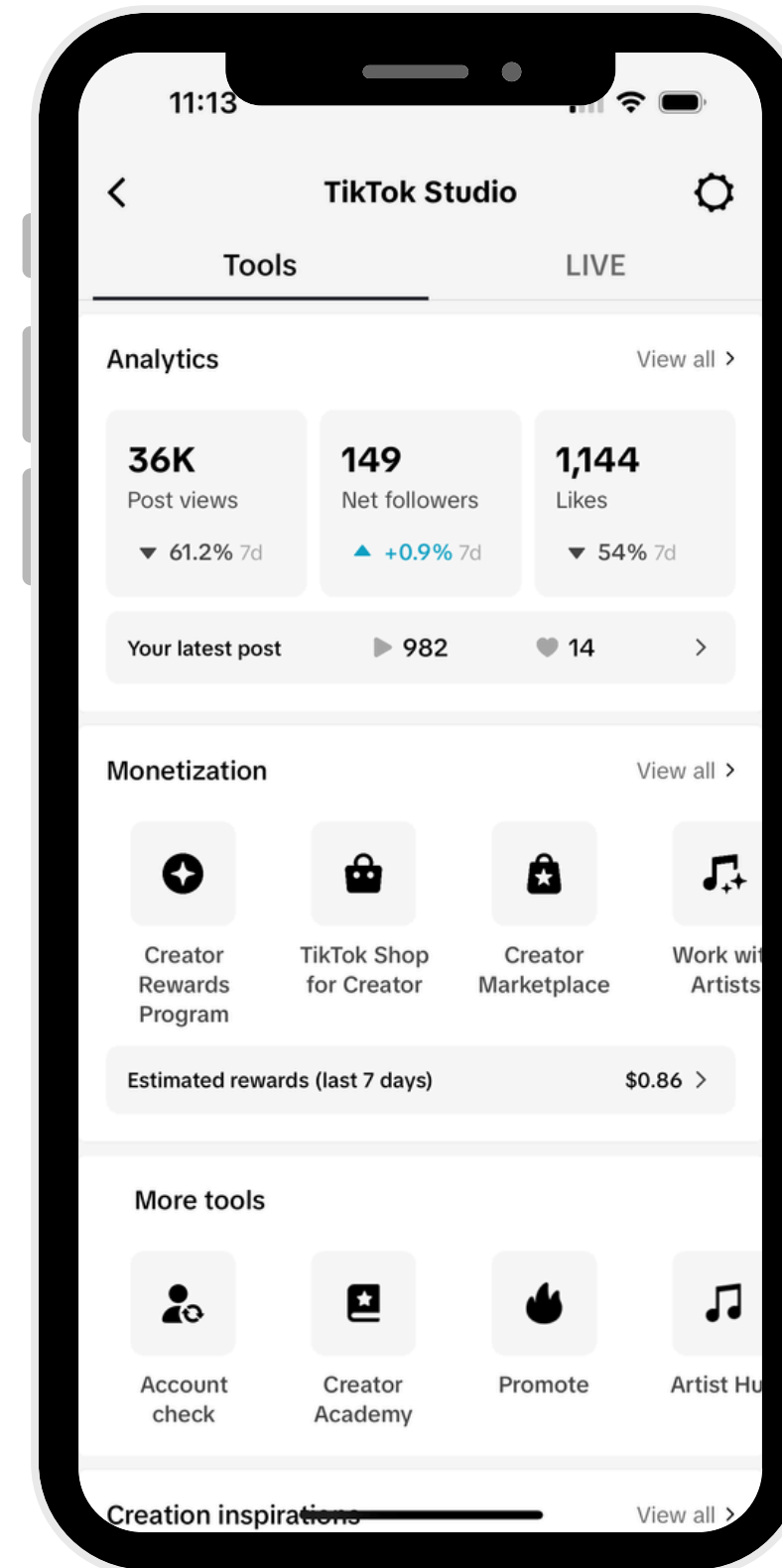
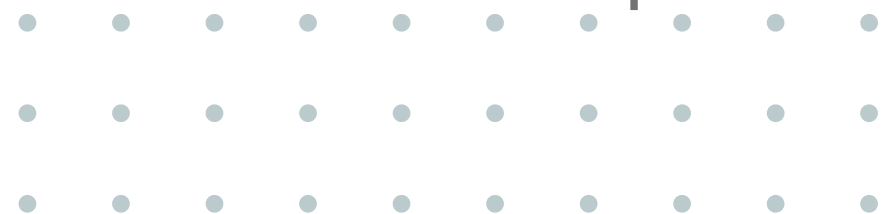
Motivation for growth

100 followers – TikTok analytics

1000 followers = link in bio

10,000 followers = Creativity Program, series & playlist features

100,000 followers = Additional monetization options



12:07

<

Liora Career Coach

they/she

@ohheyitsliora

1,862

32.4K

321.6K

Following

Followers

Likes

Message

Liora

Queer AuDHD Career Coach

(This is my only acct!)

RESOURCES

<https://www.lioraalvarez.com/navigation>

Instagram | Showcase

Make LinkedIn Suck Less

Adhd Med Journe

Pinned

Effective JOB SEARCHING SCHEDULE that will prevent burnout

▶ 13.5K

Pinned

LinkedIn jobs with hundreds of applications aren't what they seem

▶ 34.1K

Pinned

Here's where to start to find remote jobs

▶ 145.9K

As a NeuroQueer Career Coach,

If your resume has been

12:08

<

Farah | Career Advice...

she/her/hers

@farahsharghi

467

158.7K

1.9M

Following

Followers

Likes

Send a

Your Career Success Coach

THIS IS MY ONLY ACCOUNT!

Book Coaching & More

<https://stan.store/farahsharghi>

Showcase | Instagram | Subscription

Job Search

Work Tips

Resume Tips

Pinned

Resume Success Story CLIENT REVIEW

▶ 15.9K

Pinned

How to answer: "Do you have any questions?"

▶ 2.3M

Pinned

How to professionally lie: why you're leaving your current job

▶ 1.1M

TOOK YOU BY THE ARM

As a career coach,

Job search strategy

12:10

<

tyra.in.color

@tyra.in.color

34

3,529

29.3K

Following

Followers

Likes

Send a

Graphic Designer / Illustrator

DMS

Click website link to work with me!

<https://www.tyraincolor.com>

Instagram

POV: YOU JUST REDESIGNED YOUR CLIENT'S BRAND ▶ 1,463

I made a logo for an ice cream parlor

▶ 16K

I MADE MY OWN LOGO

▶ 6,347

Let's make a logo for a yogurt brand.

▶ 20.3K

Let's design a logo for a baby brand.

▶ 6,001

Let's design a logo for a florist

▶ 97K

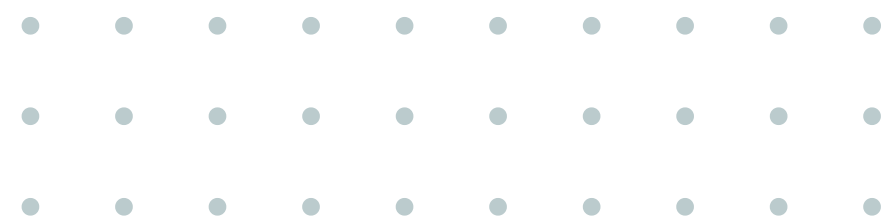


Do you think the same kind of content works
across all platforms? Why or why not?



OTHER PLATFORMS

Pinterest
Facebook
Twitter/X
Substack
Youtube
Blog
Twitch
Medium
Threads
Podcasts

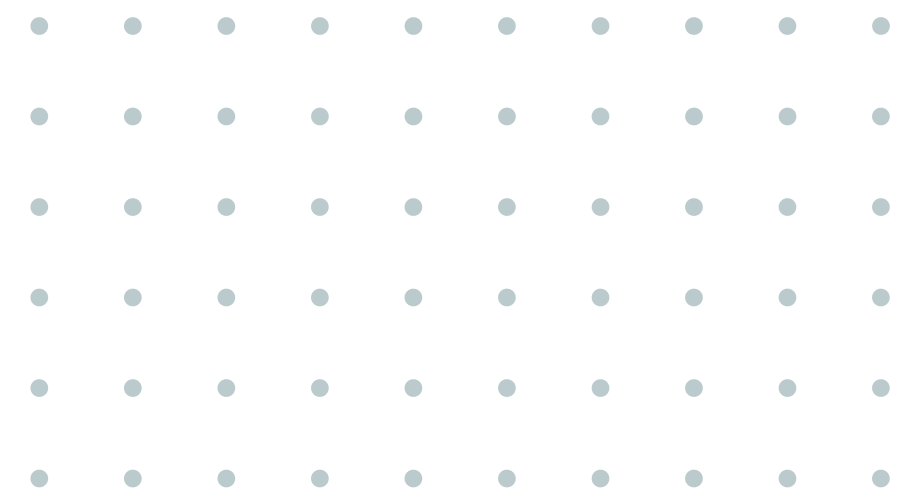




ACTIVITY

Liz now has a niche for her English teaching business, but needs a content creation plan.

We'll split into three groups and create plans for each of the platforms we've discussed: LinkedIn, Instagram, TikTok.



BREAKOUT ROOMS

1

LinkedIn

2

Instagram

3

TikTok

LIZ'S CONTENT PLAN:

1. Define the audience's pain point and how Liz's content will address them.
2. Identify 3–5 types of content that Liz can post (i.e. videos, text, stories, still images).
3. Outline a posting schedule.
4. Provide 2–3 specific content ideas (e.g. a post about common English language mistakes in professional settings), and what the purpose of each content idea is (entertain, educate, evoke). Write a hook and a call to action that Liz can use.

OUR PLAN

15 minutes in breakout room (I'll pop into each one briefly!)

2–3 minutes for each group to present their ideas

I'll provide brief feedback (and others can provide feedback in chat!)

Q&A

05.

MONETIZING YOUR CONTENT



STEPS TO MONETIZING CONTENT

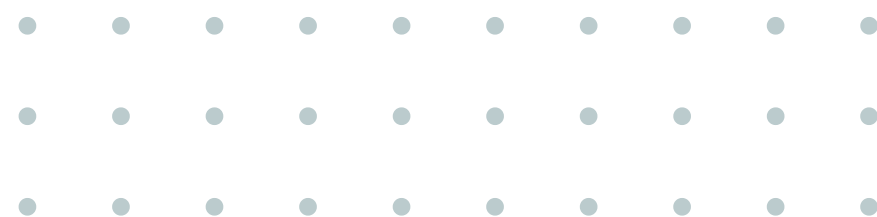
1. Build a strong presence and engaged audience.

2. Identify monetization methods (selling your own services and products, sponsored content, memberships and subscriptions, affiliate marketing).

3. Create valuable content that drives people towards your product/service.

4. Leverage analytics to see what kind of content performs best.

5. Keep your most valuable content behind a paywall.



STEPS TO MONETIZING CONTENT

Each platform has its own unique method of monetizing content:

TikTok: Creator fund (pays per 1000 qualified views), merchandise sales, brand partnerships

YouTube: Ad revenue, channel memberships, sponsored content

Twitch: Subscriptions, ad revenue, sponsorships, bits (virtual gifts that viewers purchase)

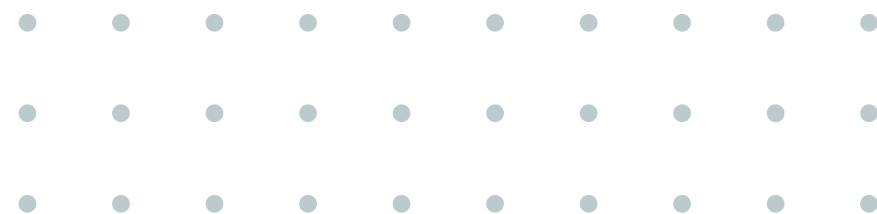
Instagram: Sponsored products, Instagram shopping, brand partnerships



CONTENT CREATION-ADJECENT BUSINESSES

So you don't want to create content? Here are some content-adjacent businesses that require knowledge of content creation:

- Social media manager
- Freelance writer
- Content strategist
- SEO specialist
- Virtual assistant for content creators
- Online course creator
- Podcast editing
- So much more!





THANK YOU

Have any question?

linkedin.com/erin-kuester
tiktok.com/@erinkuester
erinkuesterlearning@gmail.com

