

A to Z of Content Creation

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Dedicated to all [Moments with Jo](#) followers, contributors and visitors and also to all would-be bloggers and content creators.

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About me.

WHY DID I WRITE THIS BOOK?

I started blogging about ten years ago with blogspot.com (oppamose.blogspot.com) but the readership was very low. Maybe due to the fact that I don't know half of what I know about blogging now then.

After my first failed attempt at blogging, I tried livejournal. To be candid, how that blog hosting site operates, I can't fathom till today which make me to abandon it while in-between using livejournal, I also branched at medium.com and winx.com too.

In fact, the time of BlogSpot was better than the three which make me to abandon them altogether.

But on 20th of December, 2018, three years ago, after reading about blogging on Headstart Africa (a Facebook group founded by Mr. John Obidi, popularly called Daddy J. O.), I created an account on WordPress.com with the web address <http://www.joelalade.home.blog> and since then, it has been from one achievement to another

Now this free EBook was put together to celebrate all my dear esteemed followers on my site, [Moments with Jo](#) – a site dedicated to building will responsible, productive, godly relationships, courtship, family and marriage from Bible standpoint, for the past 3 years.

The gift is to say:

Thank you for the follow.

Thank you for the visits.

Thank you for your views.

Thank you for the various downloads.

Thanks you across all my social handles.

Fell free to read and share with your friends.

Lastly, it was also written to help would-be bloggers and content creators.

1

WHAT IS CONTENT CREATION?

I know you have heard the word, content creation before. You heard it daily on social media pages of social media influencers, you read it daily, watch it, endorse it and even consume it. You might even hear influencers telling you to create content and you are perhaps battled with the jargon.

What the heck is content creation? To simply put it, **content creation is the process of putting your thoughts, beliefs, ideologies, business, product, likes and passions into text, video, audio, graph or combination of all, for the consumption of online consumers/audiences, either for them to buy a particular product or think in a particular manner.**

Brodda Shaggi, Olukoni, MasterLess, etc are content creator. We consumed their comedies.

Gistlover, Instablog, Gossipmill and co are creating contents to satisfy our inquisitive mindset into privacy of others.

Leke Alder, Robert Glazer, John Obidi, Rev. Ebenezer Diyaolu, Rev. Sam Adeyemi, Reno Omokri, etc., write for daily for our edification and motivation.

You have probably being giving out valuable posts on your different social platforms. That also make you a content creator even though you probably do not know.

Ms. Iswat Taiwo Badmus of Phronesis Readers Club also defined **‘Content creation as the process of generating topic or visual content around those ideas and making ideas that appeal to your audience. Everybody on social media is your potential client.’**

This book is also a product of content creation.

But for your information, 21st century content creation is more than writing, recording, videoing and posting/publishing, the burden is; are you giving values and valuable content?

2

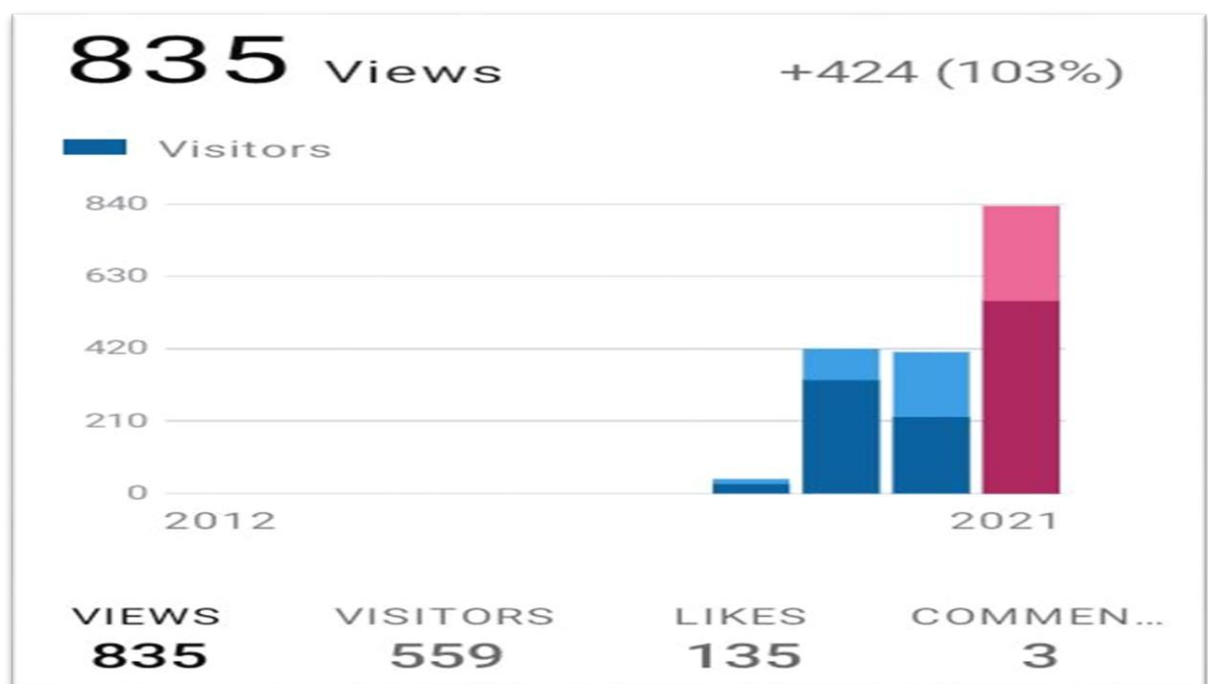
WHY YOU SHOULD CREATE CONTENTS?

1. It gives you visibility

Who doesn't want to be known? Who doesn't to be famous? Who doesn't to be refer to as guru? I bet you want to.

The best way to gain visibility is by consistently and persistently creating contents for us, your online friends and followers or how do you think I know someone who is called MasterLee, Mr. Macaroni, Mr. Beans, Rev. Sam Adeyemi and co if not because I have something to consume from their online spaces? I haven't met any one of off-site before but I know about them via their various comedic, political, spiritual and motivation AI contents.

Nobody know there is a writer somewhere in one southwestern Nigeria called me if I did not open and blog consistently on my blog <http://www.joelalade.home.blog> and my various social handles where I dish out values that can help you better your relationships .





Countries

Country	Views
 Nigeria	477
 United States	126
 Ireland	67
 Australia	32
 South Africa	19
 India	16
 Germany	15
 Ghana	13
 Bangladesh	12
 Canada	8



2021 Stats for the [Moments with Jo](#) as at 29th December, 2021.

The probability of me speaking to people from other countries is very slim but content creation gives me the edges.

Dear, you want visibility, create contents.

2. It helps to build credibility and brand awareness.

By writing consistently, people will see you as a credible individual who they can do business with, who they can listen to and who can mentor them. This invariably increases you and your brand.

I know whose page I will go to if I need motivation.

I know whose page I will think of if I want to laugh.

If I want to have another perspective to national issues, I know whose pages you will find me.

If I want to rant, I know where to.

3. It makes you look like an expertise and have authority.

When you talk about a particular topic or idea almost all the time and people find your articles and contents relatable and truth, able to solve their problem, overtime, they view you as expert which truly you should be. This trust heaps on you will make you an authority – a sort of thought molder and role model.

4. It can open doors of opportunities for you.

Recently, my pastor's wife gave me an opportunity to speak at our church annual students' retreat on choosing Career in 21st century.

How did she know I can do this? Probably, she watched one of my video titled [5 decisions for Tenns](#) on YouTube. If I don't create the video, she probably won't know and I know that she would have asked the coordinator for the program if I represented her well or not.

Your season could come too and go forget to subscribe to my YouTube channel at [Alade Joel](#) maybe I could be the next speaker at your church conference. Lol.

As I draw curtains on this, Remember the boy called *Fidausi* who drew French president, share it online and got a scholarship up to University level or *Buuoda Tayeoniyakuya* who drew a comedic portrait of Lagos State governor, share it online and got rewarded by the governor.

5. An opportunity to bless humanity.

You maybe not be able to discover drugs that can cure HIV/AIDS but your content can give enthusiasm to a dying HIV patient.

You may not have money to establish Your Name Foundation (something like Gates Foundation) but you can teach us how to make money.

You may not be able to contest for political posts, but your perspective on national politics can steer the course of your country policymaking.

You may not be able to advise a depressed soul but your video can make someone laugh.

There are many times, I have received *praises* from people for the posts I created and shared. Mostly from those who won't even comment, share or like my contents but who cares if they did or not. As long as lives are being touched for good, I am satisfied.

I hope you now see what you are losing by not utilizing your Facebook page or by allowing it to be a kind of dumpsite for all sorts of ideologies.

Now, pick your pen and write something.

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TYPES OF CONTENTS

There are many types of contents, but the following types are SEO-friendly:

- **How – to.**

These are contents that give solutions to every day problems. People have problem – you and I inclusive, and all of us are looking for solutions to the problems. A How-to content identifies a problem and provide a way out. Examples are:

How to write a blog post.

How to have nerve breaking sex with your wife.

How to travel to the moon without spaceship.

[How to celebrate Christ after Christmas.](#)

[How to cope with Heartbreak.](#)

- **Storytelling contents.**

These simply tell either a real life stories that happened to you or someone you have the permission of sharing the story or fictional stories.

People always want to learn from the mistake and success of others.

[Click on this blue icon to read the story of Parable of Goat and Yam \(Part 1 - 6\).](#)

- **Opinion poll contents.**

If you have large following, you can ask for their opinions about a particular trendy topic.

- **What – ifs contents.**

These are to elicit responses various reactions from your readers.

E.g.,

What if Obama is Nigeria next President?

What if Trump becomes POTUS again?

What if the world ends?

Etc.

- **Trendy posts.**

These types of contents are to contribute to a trending issues online. One advantage of this, is that it portrays you as someone with an array of knowledge but be careful if it has to do with something like race and rape. The post can be to counter or support a certain trending perspective but only do it sparingly.

I wrote a post on [#EndSARS](#) on my blog to support the scrapping of Special Anti-Robbery Squad of the Nigerian Police Force during 2020 #EndSARS protest in my country while I penned another one titled [God's standard](#) in 2018 during the hailing of Linda Ikeji for fornication.

[I also wrote about Black Lives Matter's protests that all lives matter.](#)

- **Educative contents.**

This type of content is to teach, educate or lecture a new principle, concepts or rules.

It could teaching a school subject like Agricultural sciences, Mathematics, etc, religious duties e.g., Bible study, Sunday Schools, Mass, etc., or even a concept like content creation, graphic designing, blogging, etc.

Examples of such content is [why is Christmas called Xmas? Ten romantic/Valentine getaways for couples](#)

Note: I have been teaching Agricultural science on TeachMint App since the beginning of the year. Click this link to register your kids FREE OF CHARGE [LEARN AGRICULTURE](#).

- **Entertaining contents.**
- **Challenge contents** e.g., #BOOMchallenge, #GratitudeChallenge, #Blogmass, #BioChallenge, etc.

I am currently running #GratitudeChallenge on my blog/timeline.

The list is inexhaustible but make sure you are not one way traffic. At least, twerk things on your space here and there.

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FORM OF CONTENTS.

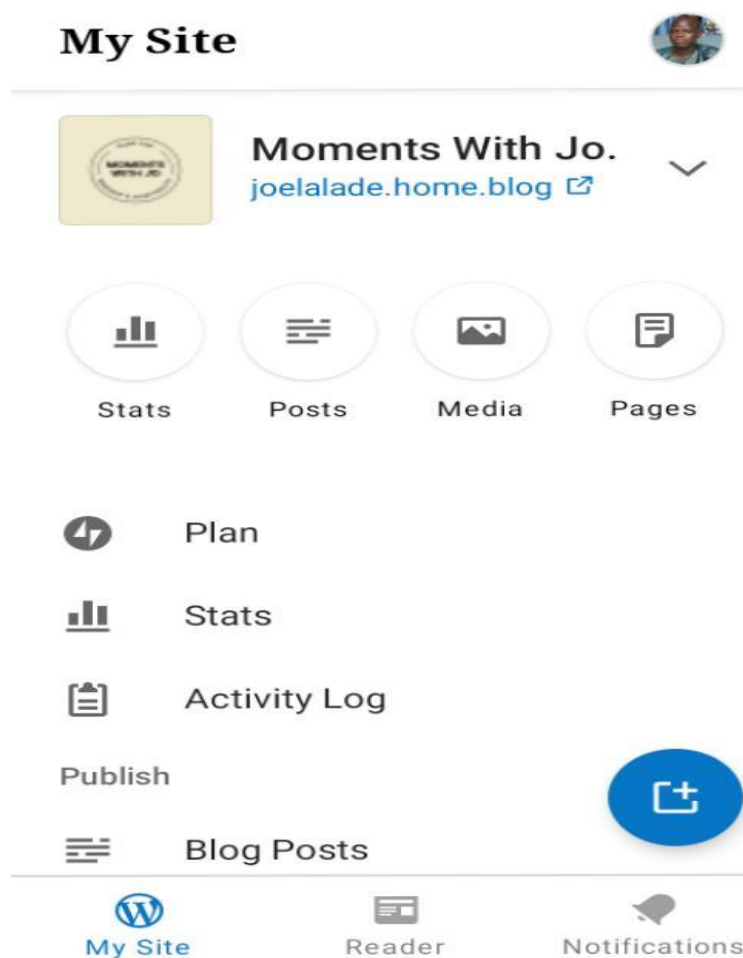
- ✓ **Text: written word.**
- ✓ **Video** : audio visual. This convert more than text-only contents.
The video could Facebook or Twitter live videos, recorded videos, animation videos, guide videos.
- ✓ **Audio contents** for podcasting.
- ✓ **Graphic contents.** Text + graphic contents perform very well.
- ✓ **Infographic charts for reports.**

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TOOLS/APPS FOR CONTENT CREATION.

There are thousands of apps, tools and websites that can help make the journey of content creation easy for you. Loads of them but I am going to give those that I used.

- ❖ **WordPress.com for blogging.** WordPress can help publish, schedule, save, edit and track your contents, among many wonderful features it offers.



Screenshot from [my blog Moments with Jo hosted on WordPress.com](https://joelalade.home.blog)



Merry Christmas and Happy New year.

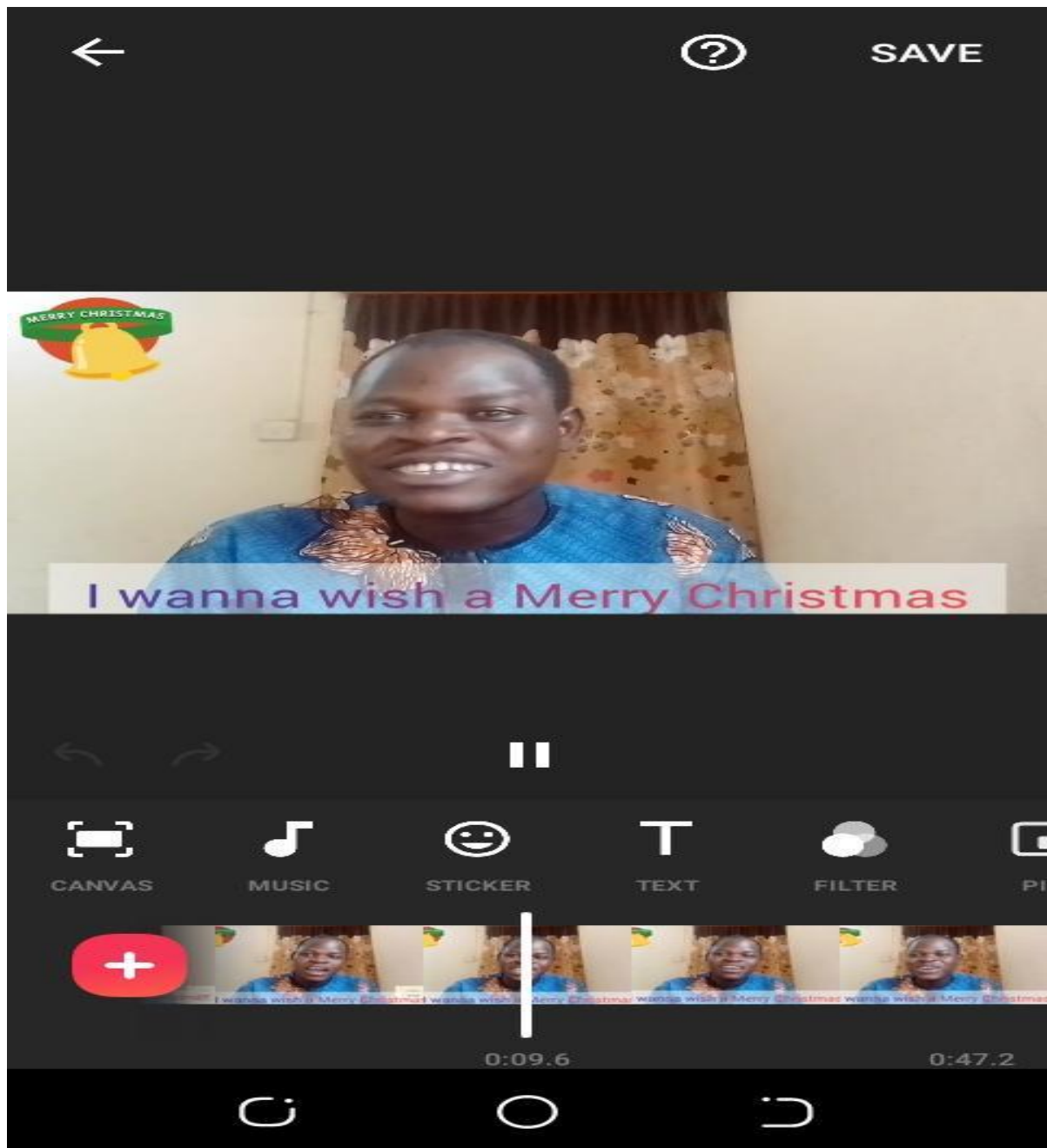
Welcome to day 19 of Blogmas which Christmas.



Another one from www.joelalade.home.blog.

❖ **Anchor for podcasting.** The only disadvantage to this is that it can only be used on laptop.

❖ **Inshot for video editing and subtitling.** Such a great app! It works offline.



Editing a merry Christmas and happy new year video with Inshot app.

- ❖ **Canvas** for graphic designs, infographic charts and reports.



My design for #GratitudeChallenge.

- ❖ **Microsoft office app** for typing and conversion to PDF.
- ❖ **Text to audio**
- ❖ **Grammarly** to edit my write-up

All these apps are available on Google Playstore free of charge but all of them have paid versions you can upgrade to later.

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HOW TO CREATE CONTENT?

The first challenge facing would-be bloggers and content creators is the question of can I write? Yes, you can write. Once, you are lettered, you can write.

What can I write on is another question? You can write on anything. You can create contents on you, sports, money, wealth creation, video and photo editing, colour, relationship, politics, parenting, astronomy, animal, etc. You can write on any topic that catch your fantasy but don't write on any topic, write on specific area which I called niche content creation.

What is Niche content creation, you may ask? Niche content creation has to do with creating contents in and on a particular topic, i.e., focusing on a specific topic and being consistent, passionate and persistent in and on that specific area.

For example, may be you choose agriculture, 99% of your contents will be agro-based. Even If it comedy, it will still be agric-related.

I choose relationships.

How then do I know my niche? First, what is your area of training? Is it medicine, law, videography, photography, sociology, archaeology, etc., Your area of training can be your niche.

Two, what is your passion? As in what area of human endeavor elicits emotions from you, whether good or bad? Even though, I am a grad of Agricultural science but I niched on relationships because I just love talking relationships and it always pained me seeing people making wrong choices when it comes to relational affairs.

I do general relationship but maybe you too like relationships, you can '*super-niche*' to parenting, courtship or friendship.

Just make sure your chosen niche is where you have materials to create contents in.

How then do I generate contents? You can generate contents

- From personal experiences.
- From what you read in a book.
- From religious obligations.
- From trending topics.
- From others content creators' contents.
- From creating contents regularly.
- From others' experiences.
- From nature and natural phenomena.
- From any where.

Is content creation enough for visibility and brand awareness? Merely creating contents will not, but consistently, regularly and persistently creating values will do.

How then do I not run out of ideas on what to write? To be truthful, even the best writer can run out of ideas and topics. The phenomenon is called writer's block. Some topics may come while others may come as a drip.

There will be days you will think up to 20 topics and there will be a day when hardly will a topic cross your mind.

Now then, do I create? To create, do the following:

- **Create regularly.** The more you create, the more you are better at creating.

- **Don't mind the numbers (stats) for now.** At times, your content may generate many traffic and another time it may not. Forget about the likes, visits, views, retweets, comments, etc., and enjoy yourself. What I know for sure is that the number of those consuming your contents is more than the stats you are getting.
- **When there is rush of contents, put everything down in writing, edit it properly and then schedule those contents you don't want to publish immediately.**
Facebook app (not Facebook lite app), WordPress app and Canvas can schedule contents.

When there is writer's block, do the following:

- **Read others.** You can get what to create values on from others' contents.
- **Repost others content creators' works.**
- **Go through your published contents, repost some, twerk some, i.e., if it audio, transcribe it to text, text to audio, video, graphic or infographic.**

COMPONENTS OF A GOOD CONTENT.

For it to be a good content that people will read or watch, it must have the following components:

- **Catchy heading**

Have you ever seen a news headline that is jaw dropping and unbelievable only for you to click through and read the content to discover that there is zero correlation between the body and the heading?

Your heading is the first thing that your potential consumer will see so make it as catchy and inviting as much as possible.

- **Hook.**

This is the first paragraph of your content, i.e., what could make them to digest all.

This could be a story, a rhetorical question, a quote or an illustration.

- **Body.**

This is the main part of your work. Make it as simple as possible, well researched and error-proof.

Also avoid big grammars and jargons.

- **Call to action.**

This is the last part of your work where you call your readers/viewers/consumers to take a specific step.

The step could be either to buy your digital course, physical product, like, share or comment on your content.

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5 LAWS OF CONTENT CREATION.

1. **Do not create for one platform only. Make sure you have as many platforms as possible where you are publishing your contents.**

Even though, I am most active on Facebook and my blog but each time I create a content I share it to my LinkedIn, Nairaland, WhatsApp, YouTube channel and Twitter accounts.

Why? Remember Facebook and WhatsApp were down last year. Two, one of your account could be hacked. What of if all your contents is in the hacked account? That means you lost all your works. It happened to my sister when her Facebook account was hacked.

2. **Do not think you are the best when it comes to content creating. There is somebody better than you out as you have those you are better than. Because, make sure you follow your niche leaders to allow update your knowledge. Repost their works. Comment intelligently on their works.**

3. **Do not copy without giving appropriate credit.**

4. **If Facebook is your most active platform, make sure you share your work to groups.**

5. **Collaborate with others.**

About Me.

My name is Alade Joel Adetunji, a graduate of Agricultural Science from Ladoke Akintola University of Technology (LAUTECH), Ogbomosho, Oyo state.

I am Agricultural science teacher, a Christian Relationship writer, a Sunday School Teacher, blogger, sexual purity advocate, content creator and an husband to a one beautiful lady.

You can reach me through any of the following channels by your follows, retweets and subscriptions:

Facebook: Alade Joel Adetunji.

Twitter: @AladeJoelAdetu1.

Blog: <http://www.joelalade.home.blog>

YouTube: Alade Joel.

WhatsApp: <wa.me/2348135446603>

I have published an E-book titled ***PROFIBABLE GOAT FARMING IN NIGERIA*** and the following titles are in pipe for publication this year:

A TEARLESS COURTSHIP – A Simpler Guide to Christian dating.

PATHWAY TO SEXUAL PURITY.

SECURING YOUR MARRIAGE ON YOUR KNEE AS A SINGLE – 365 prayers points + A year Read-Bible-Throught Plan.

May sure you check constantly on my blog for free downloads.



The Tearless Courtship

A SIMPLER GUIDE TO
FRUITFUL CHRISTIAN DATING

Joel Alade

Free book

PATH TO SEXUAL PURITY

**AN INSPIRING BIBLE SOLUTION TO SEXUAL
URGE BY SINGLES**

By Joel Alade