

A Guidebook for Becoming A Content Creator in Your 50s and Beyond

Social Media Influencer in Midlife



Welcome to your season of why-why not you? why not now?

Women in midlife possess a wealth of wisdom, experiences, and insights accumulated over decades of living. Content creation offers a powerful avenue for women to share their stories, expertise, and perspectives with the world.

Whether it's through writing, podcasting, vlogging, or social media, content creation provides a platform for women to amplify their voices, reclaim their narratives, and inspire others.

In a society that often overlooks or undervalues women in midlife, content creation empowers them to assert their presence, expertise, and relevance in the digital landscape.

By embracing content creation, women in midlife can not only find fulfillment in sharing their knowledge and passions but also contribute to shaping conversations, challenging stereotypes, and fostering connection across generations.



Welcome to your season of why-why not you? why not now?

Midlife marks a pivotal juncture in a woman's life, characterized by reflection, transition, and reinvention. Content creation offers a unique opportunity for women to explore new passions, pursue creative endeavors, and embark on a journey of self-discovery.

Whether it's launching a blog, starting a YouTube channel, or delving into the world of social media, content creation enables women to step outside their comfort zones, embrace experimentation, and embrace their evolving identities.

Moreover, content creation fosters continuous learning, personal growth, and skill development, as women navigate the ever-changing digital landscape and adapt to emerging technologies and trends.

By embracing content creation as a means of self-expression and personal growth, women in midlife can cultivate resilience, confidence, and a sense of purpose as they embrace the next chapter of their lives.

Getting Started

Identify Your Niche

Reflect on Your Passions and Interests: Start by considering the topics, activities, and subjects that genuinely excite and inspire you. Reflect on your hobbies, skills, and areas of expertise. What do you enjoy doing in your free time? What topics do you find yourself constantly reading about or discussing with others? Your niche should align with your passions and interests to ensure long-term motivation and fulfillment.

Assess Your Expertise and Experience: Evaluate your professional background, education, and life experiences. What knowledge or skills do you possess that others might find valuable? Consider your career trajectory, industry expertise, or specialized knowledge acquired over the years. Your niche should leverage your expertise and position you as a credible authority in your chosen field.

Conduct Market Research: Research existing content and competitors within potential niches to identify gaps, opportunities, and underserved audiences. Explore popular blogs, social media accounts, forums, and publications related to your areas of interest. Pay attention to audience engagement, content quality, and emerging trends. Look for areas where you can offer a unique perspective or fill a need that isn't currently addressed.

Narrow Down Your Focus: Refine your niche to a specific area or subtopic within your broader interests. Avoid choosing a niche that's too broad or oversaturated, as it can be challenging to stand out. Instead, aim for a niche that's narrow enough to target a specific audience but broad enough to provide ample content opportunities. For example, if you're passionate about fitness, you might narrow your focus to strength training for women over 50 or healthy meal planning for busy professionals.

Evaluate Audience Demand and Viability: Consider the size and demographics of your target audience, as well as their needs, preferences, and pain points. Is there sufficient demand for content within your chosen niche? Are there monetization opportunities, such as affiliate marketing, sponsored content, or digital products? Evaluate the long-term viability and growth potential of your niche before committing to it.

Test and Iterate: Once you've identified a potential niche, test it out by creating content and engaging with your audience. Pay attention to feedback, analytics, and audience response to determine if your niche resonates and if adjustments are needed. Be open to refining your niche based on real-world data and insights gathered from your audience interactions.

Remember, identifying your niche is an iterative process that may evolve over time as you gain clarity, experience, and feedback. Stay flexible, embrace experimentation, and trust your instincts as you navigate the journey of finding your niche in the digital landscape.

Choose Your Platforms

Research platforms: Identify the platforms where your target audience is most active. This could include social media platforms like TikTok, Pinterest, Facebook, or Instagram, as well as blogging platforms like WordPress or Medium.

Consider your strengths: Choose platforms that align with your strengths and preferences. If you enjoy writing, a blog might be the best fit. If you're more visually oriented, platforms like Instagram or Pinterest could be ideal.

Start with one or two platforms: It's better to focus your efforts on a couple of platforms initially rather than spreading yourself too thin. You can always expand to additional platforms later as you gain confidence and experience.

Facebook:

- **Create a Facebook Page:** Establish a dedicated Page for your content curation efforts, separate from your personal profile.
- **Join relevant groups:** Participate in Facebook groups related to your niche to connect with like-minded individuals and share your curated content.
- **Utilize Facebook Insights:** Leverage the analytics provided by Facebook Insights to understand your audience demographics, engagement metrics, and post performance.
- **Engage with multimedia content:** Facebook favors visual content such as images and videos, so incorporate multimedia elements into your curated posts to increase engagement.

- **Audience:** Facebook has a diverse user base, with a slightly older demographic compared to other platforms. It's often used for connecting with friends and family, as well as consuming news and entertainment. This is where you have the opportunity to shine as more than half of active users of Facebook are GenX and Boomers.
- **Content Format:** Longer-form content such as articles, videos, and photo albums perform well on Facebook. Users tend to engage with informative and entertaining content that sparks conversation.
- **Engagement:** Facebook's algorithm prioritizes content from friends, family, and groups, so fostering community engagement and sparking meaningful conversations can boost reach. Utilizing Facebook Live and Groups can also enhance engagement.
- **Nuances:** Avoid overly promotional content, as Facebook's algorithm penalizes overly sales-oriented posts. Instead, focus on providing value and fostering genuine interactions with your audience.

Instagram:



- Create visually appealing posts: Use high-quality images, graphics, and videos to capture attention and convey your curated content effectively.
- Utilize Instagram Stories and Reels: Experiment with Instagram Stories and Reels to share bite-sized curated content, behind-the-scenes glimpses, and quick tips with your audience.
- Engage with hashtags and geotags: Incorporate relevant hashtags and geotags into your posts to increase discoverability and attract followers interested in your niche.
- Collaborate with influencers: Partner with influencers or brands in your niche for collaborations, takeovers, or shoutouts to expand your reach on Instagram.

Instagram:

- **Audience:** Instagram has a younger user base, but GenX is rapidly growing as one of the top demographics on the app. Focus on strong emphasis on visual content and aesthetics. It's popular among millennials and Gen Z users who seek inspiration and entertainment.
- **Content Format:** Visual content such as photos and videos reign supreme on Instagram. Users expect high-quality, visually appealing posts that align with their interests and lifestyles.
- **Engagement:** Engagement on Instagram is driven by visually captivating content, thoughtful captions, and strategic use of hashtags. Utilizing Stories, Reels, and IGTV can also help diversify content and engage with followers.
- **Nuances:** Instagram's algorithm prioritizes recent and relevant content, so maintaining a consistent posting schedule and leveraging Instagram's features (such as Stories polls and interactive stickers) can boost engagement.

Pinterest:

- Create visually compelling pins: Design eye-catching pins with engaging visuals and informative descriptions to entice users to click through to your curated content.
- Utilize Pinterest boards: Organize your curated content into themed boards to make it easy for users to explore and discover relevant content.
- Join group boards: Participate in group boards within your niche to reach a larger audience and collaborate with other pinners.
- Utilize Pinterest Analytics: Monitor your pin performance using Pinterest Analytics to understand which pins resonate most with your audience and optimize your strategy accordingly.

Pinterest has a unique demographic profile compared to other social media platforms. While it's important to note that demographics can shift over time, here's a general overview of Pinterest's user demographics as of recent data:

Gender: Pinterest has a predominantly female user base. According to recent statistics, around 70–80% of Pinterest users identify as women. However, the platform has seen an increase in male users in recent years, particularly in categories like home improvement, DIY, and automotive.

Age: Pinterest attracts users across a wide range of age groups, but it tends to skew slightly older compared to platforms like Instagram and TikTok. The largest age demographic on Pinterest falls within the 30–49 age range, followed by users aged 18–29 and 50–64. However, there's also a notable presence of users over 65.

Income and Education: Pinterest users tend to have higher household incomes and education levels compared to the general population. Many Pinterest users are homeowners, parents, or individuals with disposable income who are actively seeking inspiration and solutions for various aspects of their lives, including home decor, fashion, recipes, and DIY projects.

Interests and Intent: Pinterest users are often in a discovery mindset, actively searching for ideas, inspiration, and solutions to their needs and aspirations. They use the platform to save Pins (images or videos) to boards for future reference, planning events, projects, or purchases. Pinterest's algorithm prioritizes personalized recommendations based on users' interests, preferences, and search history.

TikTok has emerged as a powerful platform for content creators to showcase their creativity and connect with audiences worldwide. Authenticity is King on Tiktok. Here are some tips for leveraging TikTok as a woman in midlife :

Understand the Platform:

- Spend time familiarizing yourself with TikTok's culture, trends, and content formats. Explore the "For You" page to discover trending topics and popular content within your niche.

Identify Your Niche:

- Determine your niche and the type of content you want to curate on TikTok. Whether it's lifestyle tips, career advice, or personal anecdotes, choose a niche that aligns with your interests and expertise.

Create Engaging Content:

- Keep your videos short and attention-grabbing, as TikTok's format favors concise and visually appealing content.
- Experiment with different video styles, such as tutorials, storytelling, or challenges, to keep your content fresh and engaging.
- Incorporate music, effects, and text overlays to enhance the visual appeal of your videos and capture viewers' attention.

Stay Authentic:

- Share personal anecdotes, insights, and experiences that resonate with your audience and showcase your unique perspective.
- Embrace authenticity and vulnerability in your content, as TikTok users appreciate genuine and relatable creators.



Engage with the Community:

- Respond to comments, interact with other creators, and participate in trending challenges to foster community engagement.
- Collaborate with other TikTok users within your niche to reach new audiences and build mutually beneficial relationships.

Utilize Hashtags and Trends:

- Research relevant hashtags and trends within your niche and incorporate them into your content to increase discoverability and reach a wider audience.
- Participate in popular challenges and trends while adding your own creative twist to stand out from the crowd.

Optimize Your Profile:

- Create a compelling bio that highlights your expertise and interests to attract followers.
- Use an eye-catching profile picture and cover photo to make your profile visually appealing and memorable.

Monitor Performance and Iterate:

- Use TikTok's analytics tools to track your video performance, including views, likes, shares, and comments.
- Analyze which types of content resonate most with your audience and adjust your content strategy accordingly to optimize engagement and growth.

Nuances: TikTok thrives on authenticity and creativity, so don't be afraid to showcase your personality and embrace trends while adding your unique twist. Consistency, experimentation, and staying up-to-date with trends are key to success on TikTok.

YouTube:

YouTube primarily focuses on video content, ranging from vlogs, tutorials, reviews, entertainment, education, and more. Content creators have the flexibility to produce long-form videos and engage with their audience through storytelling, demonstrations, and in-depth discussions.

Searchability and Evergreen Content:

YouTube operates as a search engine, making it a powerful platform for evergreen content that continues to attract views and engagement over time. Content creators can optimize their videos with relevant keywords, titles, and descriptions to increase discoverability and reach a broader audience. Creating content that addresses common questions, solves problems, or offers valuable insights can lead to sustained traffic and growth.

Reach and Engagement:

YouTube: YouTube has a vast global audience and is the second-largest search engine after Google. Content on YouTube has the potential for long-term discoverability and reach, as videos can continue to generate views and engagement over time.

Demographics:

YouTube has a global audience, with content available in multiple languages and countries. Content creators have the opportunity to reach viewers from around the world and localize their content to appeal to different cultural backgrounds and preferences. Leveraging subtitles, captions, and translations can make your content more accessible and appealing to international audiences.

CHAPTER ONE



BUILD UGC PORTFOLIO



CREATE A PITCH



FIND CLIENTS



WORKING WITH CLIENTS

RESEARCH BRANDS

NETWORK ONLINE

ATTEND EVENTS

ASK FOR REFERRALS

TAKE A BRIEF

SIGN A CONTRACT

SUBMIT CONTENT

RECEIVE FEEDBACK

REVISE CONTENT

SUBMIT FINAL

INVOICING

REPEAT!



Tips for Success

Building Your Personal Brand

Measure Your Success

1. Track key metrics: Monitor metrics such as engagement, website traffic, and follower growth to gauge the effectiveness of your content curation efforts.
2. Analyze what's working: Identify which types of content resonate most with your audience and which platforms drive the most engagement. Use this data to refine your content strategy and optimize your efforts.
3. Adjust your approach: Be flexible and willing to adapt your strategy based on the insights you gather. Experiment with different types of content, posting schedules, and engagement tactics to continually improve your results.



INCONSISTENT CONTENT



Tailoring Your Pitches

Pitching to brands as a new content creator can be an exciting but challenging endeavor. Here are some steps to help you craft and deliver effective pitches:

Research Potential Brands:

- Start by researching brands that align with your niche, values, and target audience. Look for companies that produce products or services relevant to your content and audience's interests.
- Explore their existing partnerships and collaborations with other content creators to get a sense of their preferred style, messaging, and audience engagement strategies.

Craft Your Pitch:

- Personalize your pitch to each brand by addressing them directly and demonstrating your familiarity with their products, values, and target audience.
- Introduce yourself briefly and highlight your relevant experience, expertise, and why you're passionate about collaborating with their brand.
- Clearly outline your proposed collaboration ideas, including the type of content you'll create, the platforms you'll use, and the value you can offer to the brand and their audience.
- Showcase your creativity, unique perspective, and any previous successes or achievements that demonstrate your ability to deliver high-quality content and drive engagement.

Tailoring Your Pitches

Highlight Your Audience and Engagement:

- Provide insights into your audience demographics, interests, and engagement metrics to demonstrate the value of partnering with you.
- Share relevant statistics such as your follower count, website traffic, social media engagement rates, and any other relevant metrics that showcase your influence and reach.
- If you have a highly engaged and loyal audience, emphasize the potential impact of your collaboration in terms of brand awareness, customer engagement, and potential sales or conversions.

Include Collaboration Details:

- Clearly outline the details of your proposed collaboration, including the scope of work, deliverables, timeline, and any specific requirements or expectations from both parties.
- Specify the type of content you'll create (e.g., sponsored blog posts, social media posts, product reviews, tutorials, giveaways, etc.), as well as any additional promotional activities you're willing to undertake to support the partnership.

Tailoring Your Pitches

Follow-Up and Be Patient:

- After sending your initial pitch, give the brand some time to review and respond. If you haven't heard back within a reasonable timeframe, consider sending a polite follow-up email to inquire about their interest and offer any additional information or clarification.
- Be patient and persistent, but also respectful of the brand's time and decision-making process. Not all pitches will result in collaborations, so don't be discouraged by rejection and continue refining your pitching skills and building your brand.

Maintain Professionalism and Authenticity:

- Maintain a professional and courteous tone throughout your communication with brands, and always be honest and transparent about your intentions, capabilities, and expectations.
- Avoid sending generic or mass pitches, and instead tailor each pitch to the specific brand and collaboration opportunity. Authenticity and genuine enthusiasm for the brand and its products will resonate more with potential partners.

When to Seek Management

Deciding when you need management help as a content creator can be a significant step in your career. Here are some signs that indicate it might be time to consider seeking management assistance:

Overwhelming Workload:

- If you find yourself struggling to manage the increasing demands of content creation, including creating, editing, publishing, and promoting content, it may be a sign that you need management help. Feeling constantly overwhelmed and unable to keep up with deadlines or maintain consistency in your content output is a clear indicator that you could benefit from additional support.

Limited Time for Strategy and Growth:

- As your content creator career progresses, strategic planning and business development become increasingly important. If you find that you're spending all your time on content production and have little time left for strategizing, networking, or pursuing new opportunities, it may be time to consider management help. Having a manager or team to handle administrative tasks and logistics can free up your time to focus on strategic growth initiatives.

Lack of Expertise in Certain Areas:

- Content creation involves a wide range of skills and expertise, including content strategy, marketing, branding, negotiation, and contract management. If you lack expertise in certain areas critical to your success, such as negotiating brand partnerships, managing contracts, or navigating legal and financial matters, seeking management help from professionals with relevant experience can be invaluable.

Desire to Scale and Diversify:

- If you have ambitions to scale your content creator career, diversify your revenue streams, or expand into new markets or platforms, having management assistance can facilitate this process. A manager or management team can help you identify growth opportunities, develop strategic partnerships, and navigate the complexities of expanding your brand presence effectively.

Stagnant Growth or Plateauing:

- If you feel like your career growth has plateaued or stagnated despite your best efforts, it may be a sign that you need fresh perspectives and expertise to help you overcome obstacles and unlock new opportunities. A skilled manager or management team can provide guidance, mentorship, and strategic direction to help reignite your career momentum and achieve your goals.

Increasing Complexity of Partnerships and Deals:

- As your profile and influence as a content creator grow, you may encounter increasingly complex partnership opportunities, brand deals, and collaborations. Managing these relationships and negotiations effectively requires a high level of expertise, professionalism, and attention to detail. If you find yourself struggling to navigate these complexities on your own, it may be time to seek management help from professionals with experience in these areas.

Ultimately, the decision to seek management help as a content creator depends on your individual needs, goals, and circumstances. If you find yourself facing any of the signs mentioned above and believe that management assistance could help you overcome challenges, achieve your goals, and take your career to the next level, it may be worth exploring the option further.

Time Management

For women in midlife juggling a full-time job while pursuing content creation, effective time management is essential to maintain balance and achieve success. Here are some time management tips tailored to their unique circumstances:

Set Clear Goals and Priorities:

- Define specific, measurable goals for your content creation endeavors, such as publishing a certain number of blog posts per week or launching a new YouTube series. Prioritize tasks based on their importance and urgency, focusing on activities that align with your long-term objectives.

Establish a Realistic Schedule:

- Block out dedicated time slots in your calendar for content creation, taking into account your existing work commitments, family responsibilities, and personal obligations. Be realistic about the time you can allocate to content creation each day or week, considering factors like energy levels and peak productivity periods.

Batch Tasks and Create a Routine:

- Group similar tasks together and tackle them in batches to maximize efficiency and minimize context switching. For example, set aside dedicated blocks of time for brainstorming ideas, researching topics, drafting content, editing videos, and scheduling social media posts. Establishing a consistent routine can help streamline your workflow and make it easier to stay on track.

Utilize Time Management Tools and Techniques:

- Leverage digital tools and techniques to manage your time effectively, such as task management apps, calendar apps, and project management platforms. Use techniques like the Pomodoro Technique (working in focused intervals with short breaks) or time blocking (allocating specific time slots for different tasks) to improve productivity and maintain focus.

Delegate and Outsource Tasks:

- Identify tasks that can be delegated or outsourced to free up your time for content creation. Whether it's hiring a virtual assistant to manage administrative tasks, outsourcing graphic design or video editing work, or enlisting family members to help with household chores, delegating responsibilities can help you reclaim valuable time and focus on your creative pursuits.

Practice Self-Care and Set Boundaries:

- Prioritize self-care and set boundaries to prevent burnout and maintain overall well-being. Schedule regular breaks throughout the day to rest and recharge, engage in activities that bring you joy and relaxation, and establish boundaries around work hours to prevent work from encroaching on your personal time.

Stay Organized and Minimize Distractions:

- Keep your workspace organized and free of clutter to minimize distractions and improve focus. Turn off notifications, silence unnecessary alerts, and create a distraction-free environment during dedicated content creation sessions. Consider using productivity techniques like the Eisenhower Matrix to prioritize tasks and minimize time spent on non-essential activities.

Be Flexible and Adjust as Needed:

- Recognize that life is unpredictable, and there will inevitably be times when your schedule gets disrupted or priorities shift. Be flexible and adaptable in your approach to time management, and don't be afraid to adjust your plans or routines as needed to accommodate changes and challenges that arise along the way.

By implementing these time management tips and strategies, you can effectively balance your full-time job with your aspirations for content creation, maximizing productivity, and achieving your goals while maintaining overall well-being.

Hang in There

As a content creator, it's essential to recognize that your family may not always be your target market, and that's perfectly okay. While it's natural to desire support and validation from loved ones, it's important to understand that their interests, preferences, and needs may differ from your target audience.

Therefore, if your family members don't engage with or support your content as enthusiastically as you'd hoped, try not to take it personally. Instead, focus on reaching and connecting with the audience that aligns with your niche, interests, and goals. Remember, your family's feedback may still be valuable, but it's essential to prioritize the feedback and engagement of your target audience when evaluating the success of your content.

Staying motivated as a content creator can be challenging, especially when progress doesn't happen as quickly as you'd like. During times of slow growth or setbacks, it's crucial to maintain a positive mindset and focus on the long-term vision for your content.

Hang in There

Remind yourself of the reasons why you started creating content in the first place and the impact you hope to make on your audience. Set realistic expectations and celebrate small victories along the way to stay motivated and inspired. Surround yourself with a supportive community of fellow content creators who can offer encouragement, advice, and perspective during challenging times.

Consistency and adaptability are key traits of successful content creators. While it's important to stay committed to your content creation schedule and maintain consistency in your posting frequency, it's also essential to remain open to change and evolution. Be willing to experiment with new formats, topics, and strategies to keep your content fresh and engaging for your audience.

Embrace feedback, analyze performance metrics, and iterate on your content based on what resonates most with your audience. By staying consistent in your efforts while remaining flexible and open to change, you'll be better equipped to navigate the ups and downs of content creation and continue growing and evolving as a creator.

Embrace Your Journey

Overcoming imposter syndrome can be a daunting challenge for many aspiring content creators, but it's essential to recognize that you are not alone in experiencing these feelings of self-doubt and inadequacy. One effective strategy for combating imposter syndrome is to start with what you have and gradually pivot as you grow.

Instead of waiting until you feel perfectly confident or have all the resources and expertise you think you need, take action with the resources and skills you currently possess. Remember that every successful content creator started somewhere, and it's okay to embrace your journey and imperfections along the way.

Starting with what you have doesn't mean aiming for perfection from the outset; it means embracing a mindset of progress over perfection and being willing to learn and grow as you go. Focus on leveraging your unique strengths, passions, and perspectives to create content that resonates with your audience, even if it's not flawless or polished.

Embrace Your Journey

Embrace the process of experimentation, iteration, and improvement, knowing that every piece of content you create is an opportunity to refine your craft and gain valuable experience.

As you gain confidence and momentum in your content creation journey, you can gradually pivot and expand your skills, knowledge, and resources to pursue new opportunities and challenges. Celebrate your progress and achievements along the way, no matter how small, and remember that overcoming imposter syndrome is a gradual process that takes time and effort.

Surround yourself with supportive peers and mentors who can offer encouragement, advice, and perspective, and never underestimate the power of perseverance and resilience in achieving your goals as a content creator.

- EMPTY NEST JOY
