



Skill Navora

TRACK 14

Content Creation

Complete content creation guide: niche and pillars, hooks and writing, short and long video, design, AI tools, publishing system, growth, analytics and monetisation.

1 lessons

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Contents

Every entry is a clickable link. The PDF also has bookmarks for each lesson and section.

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Content Creation Complete Guide: Strategy, Writing, Short and Long Video, Design, AI Tools, Distribution and Monetisation

A complete guide for creators, marketers and professionals building a personal or brand presence. Find your niche and content pillars, write hooks, scripts, LinkedIn posts, threads and blogs, shoot and edit short and long video, design thumbnails and carousels, use AI tools responsibly, publish on a system, grow on Instagram, YouTube and LinkedIn, measure what works, and monetise through brand deals, products, courses and services.

★ 2026

Beginner to Advanced

🕒 210 min

By the end of this lesson you can

- Define a niche, audience and content pillars, and plan a sustainable calendar
- Write hooks, scripts, posts and long-form articles that people finish
- Produce short and long videos, thumbnails and carousels with free tools
- Use AI tools in an honest, efficient workflow
- Measure performance and build income streams as a creator

Start with strategy



The content strategy stack.

Niche formula: **who + problem + your angle**. Examples: "Excel and Power BI tips for finance freshers in Hindi", "Product case studies explained in 60 seconds", "Honest reviews of AI tools for small businesses".

Writing that people finish

Hooks

Hook type	Example
Result	"This one prompt saves me 5 hours a week."
Mistake	"Stop using VLOOKUP. Use this instead."
Curiosity	"The PM interview question 90% of candidates get wrong"
Story	"I failed 11 interviews. Here's what changed on the 12th."
Contrarian	"You don't need a data science degree to work in AI."
List	"5 free tools I use every day as a PM"

Structures

- **Short video script (30–60 s):** hook (0–3 s) → context (why it matters) → 3 steps or points → payoff → CTA (follow, comment a keyword, save).
- **LinkedIn post:** hook line → 1-line story or problem → 3–5 short points → lesson → question to readers. Use white space, no walls of text.
- **Long-form article / blog:** search-intent title → summary at the top → sections with examples → FAQ → CTA.
- **Newsletter:** one big idea, one tool, one link, one question.

Python

```
import re
post = """I failed 11 product interviews.
Then I changed one thing: I started every answer with the user, not the feature.
Here is the framework I use now:
1. Who is the user and what is their goal?
2. What is painful today?
3. What would success look like in numbers?
The 12th interview became my offer.
What changed your interviews?"""
words = len(re.findall(r"\w+", post)); lines = post.count("\n") + 1
print(f"{words} words, {lines} lines, hook = '{post.splitlines()[0]}' ({len(post.splitlines()[0])} characters)")
print(f"approx. reading time {words / 230 * 60:.0f} seconds")
```

OUTPUT

60 words, 8 lines, hook = 'I failed 11 product interviews.' (31 characters)
approx. reading time 16 seconds

Video: short and long

	Short (Reels, Shorts)	Long (YouTube)
Length	15–60 s (up to 3 min where allowed)	8–20 min
Goal	Reach and discovery	Trust, depth, search traffic
Key metric	Watch time / replays, shares, saves	Click-through rate on thumbnail, average view duration, returning viewers
Structure	Hook in 1–3 s, fast cuts, captions	Promise in first 30 s, chapters, payoff

Gear for beginners: a phone, natural window light or a ring light, a clip-on wireless mic (sound matters more than video), a tripod and a clean background.

Editing: **CapCut** (free, auto-captions, templates), **VN**, **DaVinci Resolve** (free, pro), **Descript** (edit video by editing the transcript), **Canva** video. Add captions (most viewers watch muted), jump cuts, B-roll and on-screen text.

Design: thumbnails and carousels

- **Thumbnails:** one face with clear emotion, 3–5 words maximum, high contrast, readable on a phone; test two versions (YouTube's Test & Compare).
- **Carousels** (LinkedIn PDF, Instagram): slide 1 is the hook, one idea per slide, consistent template, last slide summary + CTA.
- Tools: **Canva** (templates, brand kit, Magic Studio), **Figma** (custom templates), **Adobe Express**.

AI tools for creators

Stage	Tools	Use it for
Ideas and research	Claude, ChatGPT, Gemini, Perplexity, NotebookLM	Topic lists, outlines, summarising sources, audience questions
Writing	Claude, ChatGPT	First drafts in your voice (give 3 of your best posts as examples), editing for clarity
Visuals	Canva Magic Studio, Adobe Firefly, Midjourney, Ideogram	Thumbnails, backgrounds, illustrations
Video	CapCut, Descript, Opus Clip (clip long videos into shorts), HeyGen/Synthesia (avatars)	Editing, captions, repurposing
Voice and audio	ElevenLabs, Adobe Podcast Enhance	Voice - overs, cleaning audio, dubbing into Hindi and other languages
Workflow	Notion, n8n/Make/Zapier	Calendar, idea bank, auto - posting and repurposing pipelines

WATCH OUT Honesty and rights

Fact-check AI output, add your own experience (that is what audiences follow you for), label AI avatars and synthetic voices, use licensed music and images, and never clone someone's voice or likeness without consent.

A weekly content system

Python

```
week = {"Mon": "Batch-write 3 posts + 2 scripts (2 h)", "Tue": "Record 3 shorts + 1 long video (3 h)", "Wed": "Edit long video; design 1 carousel (3 h)", "Thu": "Publish long video; cut 3 shorts from it", "Fri": "Newsletter + reply to comments and DMs (1 h)", "Sat": "Review analytics; plan next week (1 h)"}
for d, t in week.items(): print(f"{d}: {t}")
```

OUTPUT

```
Mon: Batch-write 3 posts + 2 scripts (2 h)
Tue: Record 3 shorts + 1 long video (3 h)
Wed: Edit long video; design 1 carousel (3 h)
Thu: Publish long video; cut 3 shorts from it
Fri: Newsletter + reply to comments and DMs (1 h)
Sat: Review analytics; plan next week (1 h)
```

Repurposing: one long video → 3–5 shorts → 1 carousel → 1 LinkedIn post → 1 newsletter section → 1 blog post.

Growth on each platform

Platform	What works
Instagram	Reels for reach, carousels for saves, Stories for community, collabs
YouTube	Searchable titles, strong thumbnails, series and playlists, Shorts that point to long videos
LinkedIn	Consistent posting, personal stories with lessons, carousels, thoughtful comments on others' posts
X	Threads, quick takes, engaging with your niche
Newsletter (Substack, beehiiv, LinkedIn newsletters)	Owned audience you can reach directly

Post consistently (quality first), reply to every comment early on, collaborate with creators in adjacent niches, and study your top 10% of posts to make more like them.

Measure what matters

Python

```
posts = [("Excel tip reel", 52000, 2100, 3400, 180), ("PM story post", 18000, 640, 220, 95), ("AI tool carousel", 26000, 900, 1800, 140)]
print(f"{'post':18s}{'views':>8s}{'eng. rate':>10s}{'saves/1k':>9s}{'follows':>8s}")
for name, views, likes, saves, follows in posts:
    print(f"{'name':18s}{'views':8,d}{'(likes + saves) / views':10.1%}{'saves / views * 1000':9.0f}{'follows':8d}")
```

OUTPUT

post	views	eng. rate	saves/1k	follows
Excel tip reel	52,000	10.6%	65	180
PM story post	18,000	4.8%	12	95
AI tool carousel	26,000	10.4%	69	140

Track: reach/views, watch time or average view duration, engagement rate, saves and shares (strong signals), follower conversion, clicks to your link, and revenue per follower over time.

Monetisation

Stream	Notes
Brand partnerships	Media kit with audience data; disclose paid posts (ASCI)
Platform payouts	YouTube Partner Program; bonuses where available
Affiliate marketing	Amazon Associates, tool affiliate programs; disclose links
Digital products	Templates, Notion kits, e-books, presets
Courses and cohorts	Your expertise packaged; live cohorts sell well in India
Services and consulting	Freelance writing, editing, strategy, workshops for companies
Community and memberships	Paid groups, YouTube memberships, Patreon

Taxes and admin: track income, GST registration above the threshold for services, and contracts for brand deals (deliverables, usage rights, payment terms).

Capstone: 30-day launch

1. Niche statement, 3 pillars and 30 ideas (use AI for the list, choose with your own judgement).
2. Templates: one script template, one carousel template, one thumbnail style.
3. Publish 12 shorts, 4 carousels, 2 long videos, 4 LinkedIn posts and 4 newsletters with repurposing.
4. Weekly review of the metrics table; double down on the top format.
5. Build a one-page media kit and one low-priced digital product.

Summary

KEY TAKEAWAYS

- Niche + pillars + formats + system + distribution + business is the creator strategy stack.
- Hooks and structure decide whether people stay; captions and sound decide whether video works.
- Repurpose one long piece into many short ones; post consistently and study your best work.
- Use AI to speed up research, drafts and editing, with honesty and rights respected.
- Monetise through brand deals, affiliates, products, courses and services.

Quick quiz

6 questions · tap an answer to check it

1. What is the most important part of a short video?

A The hook in the first 1-3 seconds

B The ending music

C The hashtags

D The upload time

Answer: A. Most viewers decide almost instantly.

2. Which signal usually shows the content was valuable enough to keep?

A Saves

B Impressions alone

C Follower count of the creator

D Number of hashtags

Answer: A. Shares and saves outweigh likes.

3. What should you do when using an AI avatar or cloned voice?

A Disclose it and have rights/consent for any real person's likeness or voice

B Hide it

C Use any celebrity voice

D Nothing

Answer: A. Trust is a creator's main asset.

4. What is repurposing?

A Turning one piece of content into many formats for different platforms

B Deleting old posts

C Buying followers

D Posting the same link everywhere

Answer: A. One long video can feed a week of posts.

5. Which metric matters most for YouTube long videos?

A Thumbnail click-through rate and average view duration

B Likes only

C Comment length

D Upload size

Answer: A. Together they drive recommendations.

6. What must paid brand posts include in India?

A A clear disclosure label as per ASCI guidelines

B A discount only

C A long caption

D Nothing

Answer: A. Use "Paid partnership" or #ad.

EXERCISE Practice

Pick a niche and write: a niche statement, 3 pillars, 10 hooks (2 of each type), one 45-second script, one LinkedIn post and a 6-slide carousel outline. Then record and publish one short video and report its metrics after 48 hours.

Show solution (worked answer)

Check that each hook promises a specific result or tension, the script follows hook → context → 3 points → payoff → CTA, and the post has short lines, a lesson and a question. Metrics should include views, average watch time or completion, saves, shares and follows.

INTERVIEW CORNER Questions you may be asked

Q: How would you grow a brand's LinkedIn presence? Founder- and employee-led posts with stories and lessons, a consistent weekly cadence, carousels and short videos, engaging with relevant creators, employee advocacy, and measuring follower growth, engagement and inbound leads.

Q: How do you decide what content to make next? Audience questions (comments, DMs, search data), top-performing past posts, competitor gaps, and the business goal for the month.

Q: Short-form or long-form? Short builds reach and discovery; long builds trust and depth; most creators use short to bring people to long and to owned channels like newsletters.

Q: How do you use AI without sounding generic? Feed it your own examples and voice, use it for structure and editing, add personal stories and data, and always edit the final version yourself.

Q: How do you price a brand deal? Based on average views/reach, engagement, niche value, deliverables, usage rights and exclusivity, with a media kit and a written agreement.

Learn more

- [YouTube Creators \(official\)](#)
- [Instagram for Creators](#)
- [LinkedIn Creator resources](#)
- [Canva Design School](#)