

Hello friends. Welcome to a snack sized episode of the Laylee Emadi podcast. Today I am going to be answering a question that was actually recorded by attendees at the Creative Educator Conference, which at the time of this recording was, um, just a few weeks ago, the incredible Haylee Gaffin of Gaffin Creative, who is my podcast producer, um, and, and has an incredible.

Podcast production company. She's not paying me to say this, but if you're interested in starting a podcast, she's the person to go to. She was there as a sponsor of the conference and she had the wonderful idea of giving the opportunity to attendees to record a question for me to answer during our snack sized episode weeks.

So let's go ahead and dive in. We are going to hear from Lauren and Paige as they ask a question. Hey guys. I'm Lauren Hol. I'm Paige McInturf, and we're a Lifestyle and Lenses podcast. My biggest question for Lely, like after going through the conference is just what advice do you have for someone that is going brand new into content creation education, course creation?

You know, one of the things we heard over and over was just start just, you know, you're never in a good place, so just start. But what other advice, if any, that you may have? Yeah. I love this question. It is so great. I think that you guys are completely right, that we hear just start all the time, and I do not think that that's bad advice at all.

In fact, I tell people all the time when they ask me, what do you do when you're afraid to do it or you feel imposter syndrome or self-doubt and it's standing in your way. I always say, you just gotta do it anyway. You just gotta start. You gotta get out there and gotta get your content out there and just start.

Absolutely. However, I do have a few other tips that I could share when you are still in that just start journey. So the first thing I would say is get really clear. On your niche, on your people, on your audience, on who you're talking to, who are you talking to? What problem are you helping them solve?

What do they need from you? What do they want from you? The more specific you can be, the more your message will resonate. So for example, instead of I teach photography, you could say, I help new photographers learn how to take better photos of their kids using. An entry level DSLR, like you wanna be as specific as possible there.

I do think that if you are in the beginnings of creating content around it, you may not know what exactly your niche and what exactly people want from you,

which is going to lead me to probably the second tip I have, which is. Listen as attentively as possible to your audience when you're starting. Even if you have a really, really small audience, they're gonna show you what they need.

They're gonna ask questions, they're gonna comment on something if they find it interesting or entertaining or intriguing. And so track what your content is. Getting in terms of engagement, pay attention to any kind of feedback that you get, and that way you're taking the guesswork out of it. You're listening and you're creating your niched content based on like actual feedback instead of just like vibes essentially.

And then the next tip I would have is. Don't overcomplicate it. So if you are listening to this and you're like, well, I don't know, I'm not really clear on my niche. Um, and I do wanna just start, I would put out a couple of testers. Like I said, listen to the content responses, but don't overcomplicate it.

You don't need a huge audience. You don't need the perfect piece of content. In fact, I would just. Encourage you to start really simple. Test some of those ideas, share your voice, get used to sharing your voice. Um, while you're listening to that feedback, I would even encourage you to maybe pick just one platform.

Maybe it's Instagram, maybe it's an email list, maybe it's a podcast. And start kind of teaching those like small. Little snippets of content in the form of whatever type of storytelling or lesson giving you have. These are ways to create connection, lead to trust, and start getting your people ready to consume that content from you, and to see you as somebody who they can go to for actual content and education and.

You're also building that trust and building those relationships at the same time. And the last tip I'll give you is be okay with letting things be a little messy in the beginning. Like I said, you may not know exactly your specific, specific niche. You're maybe trying to figure that out and you are just starting, but.

Just know that your first pieces of content, maybe your first course, maybe your first podcast season, it's not gonna be perfect. It's just not, and that's okay. Your job is not to be perfect. It's not to be flawless. It's to be helpful. It's to be somebody who can create content that helps other people. So give yourself permission to be a beginner.

In this arena and to build as you go. So yes, absolutely just start. But I would encourage you to start with intention. Keep it simple, and really listen to what

people are taking away and what they wanna learn from you. 'cause that's what's gonna take your content creation into more meaningful long-term growth, rather than just starting throwing things at the wall and not really paying attention to what sticks.

So I hope this was helpful and I will see you guys on next week's episode. And if you enjoyed this style of snack size episodes where we take questions from our listeners, let us know. 'cause that's something that I will definitely be happy to do more of in the future. So I hope you have a great week and I'll see you on the next episode.

Thanks for tuning in to the Laylee Emadi podcast. If you found value in today's episode, it would mean the world. If you would leave a review or share it with a friend who's on their journey to becoming an industry educator or speaker, want more support as you grow. Head to [le li imadi.com](https://leliimadi.com) for free resources and more information on how we can work together.

Until next time, keep showing up, keep sharing your voice and keep leading with purpose.