



***Building Your Online Presence as a Creator with Ely Honkpo***

# Lesson 1

## The Three E's



Ely Honkpo

As you build your online presence, you'll want to understand why audiences consume content. Ely finds that people go on social media for one of three reasons: to be educated, to feel an emotion, or to be entertained.

### **Education**

Educational media is used to teach information to beginners, a certain group of people, or the general public. Ely considers himself an educator as he teaches beginners or people in general on photography basics and other topics. He says there are ways to utilize educational videos for brand deals, but it depends on your niche.

### **Entertainment**

If you want to stay more in the creative world, you can create entertainment content. Entertainment is a combination of using trends or trending audios plus your own creativity. "Whoever inspires you creatively, learn to make it your own," Ely says. "But



also pay attention to what is going on in the media and figure out a way to combine that trend with your style.”

### **Emotion**

Emotion is about being precise on what you want your audience to feel. This type of content includes anything that inspires you and makes you feel a certain way to do a certain task. “If you want to implement that into your creative content, I would be very, very precise on what emotion exactly you want to portray with that,” Ely says.

### **Building Your Audience**

These three components are key to optimizing, building, and targeting your audience. Once you decide the purpose of your content, you can focus on building a specific clientele. Ely recommends starting with building an audience of just a thousand people. “You should think about it like you’re talking to one individual that has no idea what you’re talking about,” he says. “Broaden your terminology to appeal to not just experienced people but the everyday person.”

You should also be open to experimenting with new things and looking at different angles in order to find your niche, which is a matter of trial and error. For example, when Ely started shooting at Cam Kirk Studios, it opened up his mind to being creative in a whole different outlook. This openness can help you expand your creativity and hone your practice.

## Lesson 2

# Working with Brands

Working with brands is a huge part of content creation. Brands don't spend hundreds of thousands of dollars on high-budget commercials anymore because it doesn't appeal to the general masses like it once did. Brands now put their money towards social media and influencer marketing "It's going to be your strength to know your worth moving into that world," Ely says. You can start with a few simple things if you want to start working with brands.

### Use Products Within Your Natural Workflow

One tip is to implement products or equipment into your natural workflow. This is going to help get attention from brands you may want to work with by showing them you already utilize their products in your day-to-day workflow.

### Audio Matters More Than Video

Another important component of a successful online presence is utilizing audio. "It's all about stimulation of the brain," Ely says. As people's attention spans have shortened, creators have to do things to regain that attention. One method is cutting videos so that you talk in short clips pieced together rather than one long unedited piece. Recapturing people's attention every couple seconds is also going to help bring up retention rate, which is how long people stay in tune with your video.



### Social Media Retention Tips

Maintaining retention rates varies from platform to platform. Here are a few tips for Instagram and YouTube:

- Instagram: Shoot and edit videos 10 seconds or less. Instagram will automatically restart the video as it replays, counting multiple views for one user. Then, your video will be pushed to more followers and the explore page.
- YouTube: Place your ads strategically to keep people engaged. You'll get paid for the watch time and retention rate depending on how people engage with your video throughout it.

# Lesson 3

## Three Types of Hooks



The first ten seconds of your videos are extremely important. "It's just like watching a TV show, the first episode or the pilot," Ely says. There are three types of hooks: a negative hook, a targeting hook, and a broad hook.

### **Negative Hook**

A negative hook is something that's a bit of a psychological trick. "People are afraid of knowing they are doing something wrong," Ely says. "If you're able to tell people to stop doing this and instead do this - that's a negative hook."

You also could make it seem like you know something that they don't. Even if they already know if, you have to make it seem like they're doing something wrong and you're showing them to do it the right way. This can keep people engaged to watch the rest of your video.

**Targeting Hook**

A targeting hook happens within the first couple of seconds where you identify the exact audience you're trying to target.

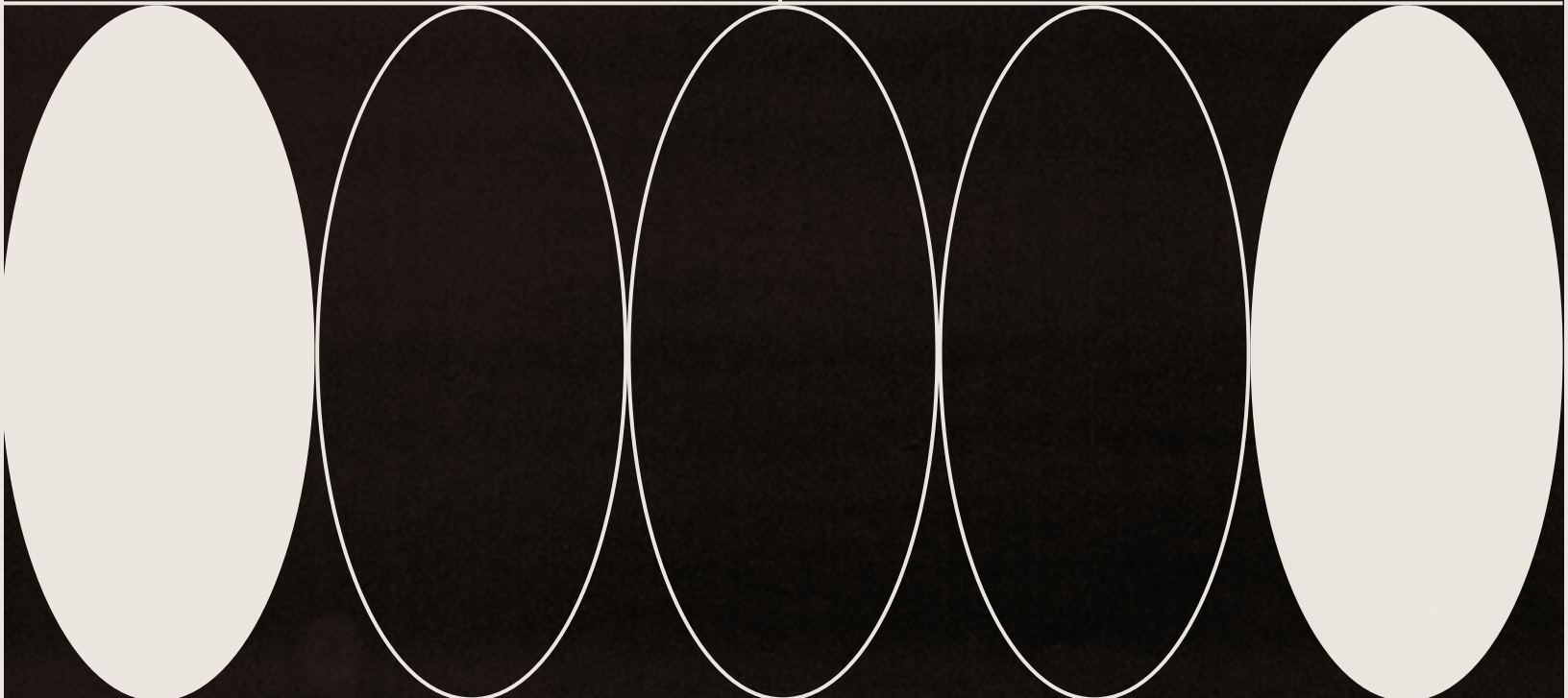
For example, Ely might make a video targeting beginner photographers. He might start with a hook like, "Beginner photographers or anyone learning photography, you should know this." This approach may narrow your audience a bit, but it's a great method for anyone who is catering their content to a specific type of person.

**Broad Hook**

A broad hook is digestible for everyone. Then, it gets into the topic that you're trying to talk about later in the video. Finding a way to broaden your hooks is another way to get a whole different group of people to watch your video.

TikTok is a great platform to use a broad hook since videos are pushed out to a wider audience far past your followers. Many people use TikTok as a search engine now for how to do things or learn more information about a topic. This is where keeping your audience broad might help your videos do well.

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# Lesson 4

## It's Okay to Start Early

If you really want to get into building an online platform, consistency is key. "People are going to tune in eventually," Ely says. Although it's easy to get discouraged, consistently posting content will help you build your community. For Ely, he would implement the equipment he was using day to day, which is one way you could start working with brands.

"If you're shooting with any type of brand, even if it's just your favorite brands, you can tag them," he says. "Tag them actually. I recommend it." This can build a foundation for your platform, and eventually, people will tune it. It may take time – even years – to build the online presence you want. But sometimes, it takes just one revolutionary year for you to take off.

As you work on consistency and building your audience, you may have multiple reasons for continuing the work. Sometimes you just need the money, and sometimes you just want to create. You might not want to always do the business aspect of things. But finding balance in content creation can help a lot so the business doesn't take away from the creativity and vice versa.



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# Lesson 5

## Types of Influencers



When you start to work with brands, companies will try to downplay you because they want to save money. “When it comes to that, you have to be mindful of your worth,” Ely says. This means knowing where you lie within certain online tiers.



Brands categorize content creators in a few different ways. Knowing this will help you negotiate your compensation rates for videos, ads, or other content types. Brands generally use five different tiers to categorize influencers:

- Nano: 1,000 - 10,000 followers
- Micro: 10,000 - 50,000 followers
- Mid-tier: 50,000 to 500,000 followers
- Macro: 500,000 to 1 million followers
- Mega: over 1 million followers

### Negotiation Tactics

For negotiations, Ely recommends the site [fypm.vip](http://fypm.vip). This site allows you to see what brands are paying other influencers based on what they had to do, how many deliverables they completed, how many followers they have, etc. It's a great tool to make sure brands aren't lowballing you.

If you know a brand has the money to pay you more, you could always do some easy research on their size and scale, what they do, how many customers they have, etc. All those things matter because sometimes they'll actually really go for it. Overall, go high before you go low. You never know what may come of negotiating if you don't try.

## Lesson 6

# Idea Mapping and Mood Boards

Ely uses a graph to map out multiple content ideas. It helps him expand one idea into 18 different ideas. He uses fitness as an example for the middle of the graph. Then, he branches out to three more subtopics: diet, cardio, and weightlifting. From here,

you could keep branching off from each subtopic until you have however many ideas you'd like. You could also follow the three E's when making the subcategories: one entertainment, one emotional, and one educational.

This method can help you maximize your time, which is important when creating content. The ideas you put into the diagram can help you make a schedule for posting content as well. If you stock up on ideas and plan out when you'll post, you can save a lot of time and improve the flow of your content.

### Media Kits

Although brands may not specifically request this, you may want to put together a storyboard or mood board for content. A media kit is just like a portfolio or a visual diagram of you, your followers, your status, your engagement percentage, etc. Your media kit may also include a mood board. Ely references an Adobe moodboard and recommends making one filled with your own inspiration and types of content you want to target. This can help set an aesthetic for your content and keep consistency within your posts.

# Lesson 7

## Protecting your

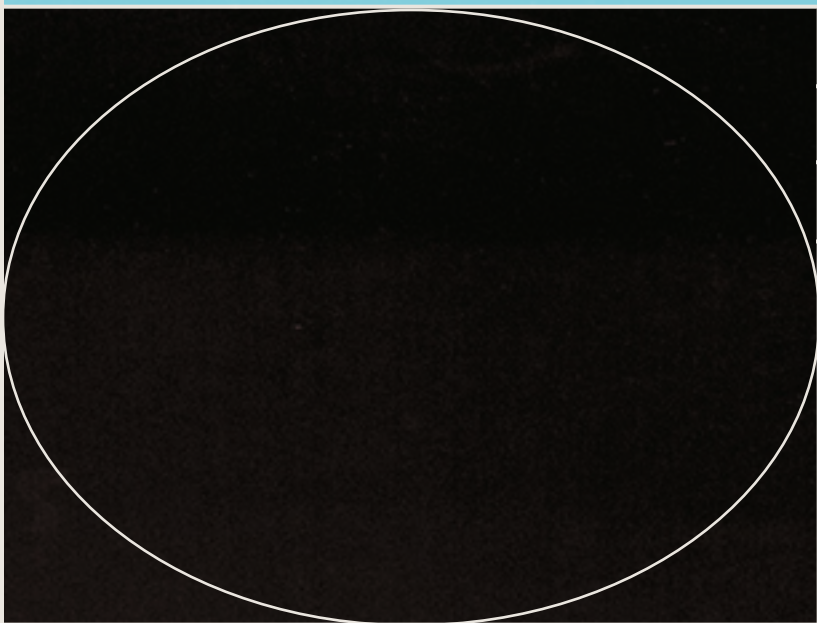
## Mental Health



When it comes to creating content and surrendering your art to the world, you really have to be aware that you're opening yourself up to so many opinions. "You are opening your heart, your soul, your creativity, your vulnerability to people to have any type of opinion about you and what you're doing," Ely says. You want to be mindful of the image you want to portray. People will always have something to say or think you're changing too much, but change is a necessary part of the creative process.

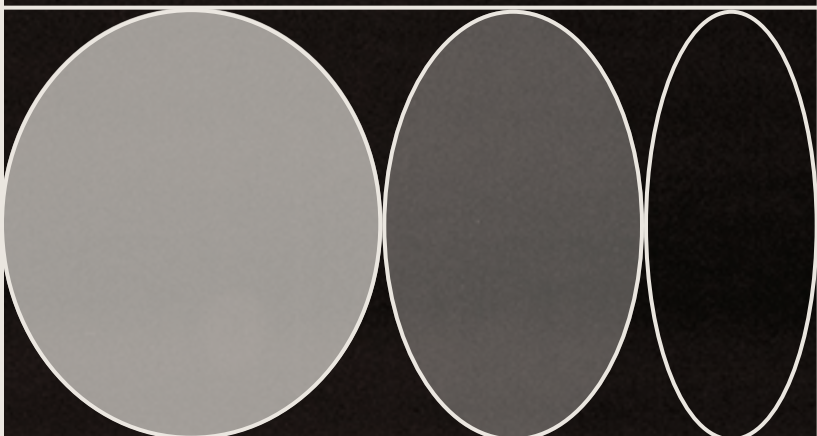
"You have to evolve, especially if you're trying to grow as a person, as a creator, as an artist," Ely says. The ability to adapt will give you much more longevity than anyone who isn't open to change. There is always more to learn. The moment you feel like you have nothing left to learn is the moment you're going to peak because you're not going to be able to go past that point.

It doesn't matter what level you are in your career. You're always a student. There's always more to learn and research. There will always be people who have been doing this longer than you. Looking to the past and how they've adapted can help you adapt into your own new creations.



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Self-awareness will lead directly into your branding, your clients, and anyone watching you from an outside perspective. This also means you'll be prone to hate comments no matter what you do, which can negatively warp your perspective on yourself and your creativity. Staying true to yourself and your brand will always take precedence in those situations. No one else will ever be able to replicate or replace you. They may try, but you will always have a unique perspective, and that's what will make your presence stick out in the long run.





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**ELY HONKPO**

