

Mastering Content Creation, Personal Branding & Monetization

What I told her was put brands into your content for free and then watch how many brands including those brands start coming to you So many creators think that they're not going to put a brand in because they're not going to give away for free What they do when in reality it's the reverse I think you have a lot of control of what you want to happen You could dm every brand in the world and say not Well you do work with me You could just say I like your product Keep up the good work You know the stuff I do You know how people screenshot like me saying hi you could do that You could say hi to the 50 brands that you think are the coolest Just literally I'm a fan of your product and two of them are going to reach out to you If nothing else get some free samples of your handbags you like you know so hi everybody Thank you for coming Nice to meet all of you Um Let's get you in here Yeah Thanks for stopping by Yeah for sure Look honestly II I want to bring you as much value as possible The the biggest way I think that can happen is to answer anything that could possibly be on your mind and I'll try my best So maybe when you ask your question you can give me a little context of yourself Um But I'm really happy you're all here and I hope everyone's well Yeah Anybody wanna start Damn I love that Natalie I met you last podcast Um So my question is just around brands Um Now you know target a younger well they generally target a younger audience as an older creator Um Sometimes it can be a challenge So where do you see older creators fitting in and adding value going forward I think that that is more perception than reality Meaning yes but there's also a scenario that that just is the reality of the ratio because people that are over 40 did not grow up in a manner where they thought to be a creator because it didn't exist We probably have more conversations with brands trying to reach to creators that are not of a under 35 year old demo So I actually think that's perception more than reality We see unlimited opportunities We see it all day long It just feels like that's where the media attention is which is true and justifiable But I don't think that's stopping your opportunity in any shape or form Really I don't we see that pretty clear globally and then I think for all of you a lot of this is about taking things into your own hands So I think creators a lot of times do a couple of things wrong one they'd rather just get a manager or something to represent them and because they don't want to do business

development which I understand some people are just naturally creative and not business oriented Number two they don't integrate brands into their content day to day enough You know I told something to a creator about a year and a half ago and she emailed me recently and said she couldn't believe how right it was She said when you told me this I it made sense She's like I didn't realize how much sense it made until I did it What I told her was put brands into your content for free and then watch how many brands including those brands start coming to you So many creators think that they're not going to put a brand in because they're not going to give away for free what they do when in reality it's the reverse So I think you have a lot of control of what you want to happen You could dm every brand in the world and say not will you do work with me You could just say I like your product like keep up the good work you know the stuff I do You know how people screenshot like me saying Hi you could do that You could say hi to the 50 brands that you think are the coolest Just literally I'm a fan of your product and two of them are going to reach out to you If nothing else get some free samples of your handbags you like You know So so I think I think I wouldn't worry about that because it's not true Brands are are more and more trying to reach all ages all sizes all shapes all demos I ask a question Um So I'm Sherry Nice to meet you Nice to meet you Maybe I'll provide some quick context Um So I actually kind of wear two hats I suppose the creator hat is youtube is my main platform I do it for fun Don't necessarily have the intention to do it full time because what I actually spend most of my time on is actually I have a start up called roster So we work with creators a lot Um And so basically we're a recruitment platform for creators anything around video editors some of the designers script writers producer and we're actually just in our infancy stage right now wrapping up our angel round preceed but that I have for you is obviously you both very successful companies many lines of businesses across many different areas And for us right now like for someone who advocates for creators to hire an outsource because the creative process is very personal to what you do It's really difficult to be like I wanna hire a video editor right now The only option is upper and fiber And if you ever tried hiring someone on there you know that's like swimming through an ocean trying to find someone good Of course So I always advocate for creators to like try to find the right people obviously and outsource it because you can't be the biggest Balter neck of everything you do But equally it's actually really difficult for our company ourselves as well as such an early stage company to figure out the right time to hire So it's more of a business

related question but still from a content production question which is you obviously have us operations Asia us is our primary market But how do you think about hiring and scaling your team and obviously opportunity costs and your time is worth a lot you need to make sure you hire at the right times But I've also seen an equal amount of companies that have hired quite stupidly fast and unnecessarily as well Any framework Yeah it's a great question I appreciate it Um So things have gone so well for me as an operator for 25 years I started to get very passionate about like what am I doing different than or what are other people that are building companies consistently doing that I do There must be some unlock to that truth and it's funny you brought this up a lot of it has to do with hiring And so the framework I currently believe in the most is high or fast But this is where your insight to hiring fast and stupid is true Hire fast fire faster and promote fastest So let me break that down for you The biggest mistake that people make is not hiring aggressively enough The problem is too many people are logical and they know they're guessing when they hire which is true I have better intuition than 99% of the world and I've hired nothing but tons of bozos my whole career It's hard because it's not a real environment You're hiring every person you hire is putting a show on for you It's uh do you know I've never called a reference in my entire career Why would I call the people You told me to call to see if you're good Like as if you're gonna give me somebody who you fucked up more like hey John how's Susan She's terrible Like you know so hire fast because you're gonna need to hire you're growing especially once you raise some capital right Fire faster sometimes you know in a day sometimes and you don't want to do that to someone So what I started doing was being upfront I'm like hey what you could do is say hey we're hiring I just want you to know my philosophy We hire fast we fire faster We promote fastest So if you're bad Johnny you may get fired in a month and you may not want that on your resume So are you sure you want this job But hey Johnny if you're good you may get promoted and hired a replacement in six weeks And so I think as long as you're transparent and up front but I think most people don't fire fast enough And the number one mistake that people make is they don't promote fast enough You hire a star and you're like she's a star but you're gonna wait a year to promote her because you're trying to save money But she's a star if she hears from you and you know if she hears from you in a in seven weeks hey you're getting promoted all of a sudden she's someone that's gonna want to work there for a while and that's what you have to do at a young level because you have to

build your team your family your 1st 78 people is everything It's why I believe in hiring friends A lot of people have never hired friends or family I fully disagree I'm the other way again You have to be upfront with them Like hey best friend you might stink and like your friendship matters more So should we do this Because this could you know you have to over talk but that's what I think you should think about You're welcome Hi Gary My name is Chris Nice to meet you for this year So a little bit context for you please You're currently studying in medical school So I agree I'm also a content creator So so yeah so I've been watching your stuff for like about a year and I say a huge thank you Thank you I think online not many people can call me up like that I think a super real with your content Thank you Appreciate that Thank you I like a whole bunch of questions So I try to see which one is suitable but I think what's really relevant for me now and also a couple of creators here as well I'm doing things myself alone right now So for the past year or so my numbers have gone up significantly on which platforms Instagram and tiktok So I I've heard you talk a lot about posts Facebook and all that So I put that seen the numbers grow about 3000 last year about 100/1000 now So see that growth I'm thinking about taking the next step How does that look like some things I have in mind going back to youtube long form How does that look Because for me I'm studying medical school I don't have the most time to pull up like what you say 10 years a day kind of stuff right So I try to be more effective I try to make a real count right And then now it's the next step right I'm at 100 and 25 K Now I want to take the next step How does it look like I can make youtube videos I started on vlogs Actually I started doing long form Actually I stopped and I started focusing on views Now I'm considering going back I can but every time I do a youtube video it takes me 10 hours but I can do 10 reels for that So I mean for businesses as well um Both creator and a business right Would you advise doing long form Is it still a place for long form There's there's always a place for long form but everything's contextual given the fact that you're committed to medical school you're the last person I want to make long form right Because the truth is to your point you answered it before I got a chance Not only does it take you 10 hours versus doing 10 posts the results are not even close Now now you have a base so you can drive them to the long form So unlike a year ago where you would only get 47 or 470 views Now off your 125 you could get 10,000 views but it's still small compared to the awareness that you can get from your reels I believe in long form the most But I also believe in being practical to the reality of your situation of the

moment If you told me you graduated from medical school and you're willing to take a gap year to figure out if you want to be in the medical field or be a creator then I'd be more excited about you doing long form because you have the time and you should go all in to the side But in your current state I think based on the way you told the story you just like long form That's why you started with the first Yeah but also I feel the long form helps me build a deeper connection 100% 100% And with that for a business it helps to whatever tell a story and all that So I'm thinking like that the next step necessarily look like 200 K for me or does it look like a deeper community You know I would go with 200 K because I think you with is not that wide yet Like 125 K can a lot easier be 540 k in a year versus 120 k with long form might be 200 K and deep depth but the depth can be added at any point And if you add depth to width I'd rather you start depth with a million base over here because you understand you're just you don't have the capacity of time right Now to make such a commitment to long form that eats up so much time Thank you so much You're welcome You know what you might want to consider vlogging through stories So one thing that I wish I did that I just don't do that I should do is vlog through my stories I think vlogging through stories continues to be a huge opportunity that a lot of people don't take advantage of People are using stories a lot of times to drive awareness to other things But I actually think it's a storytelling platform within itself And I think vlogging through stories might be able to scratch your itch with tasting a little depth while creating far less need for production value for it to be capable It's even easier than reels It's just blogging through stories something to think about Yeah whether IG whether I'll be honest with you I think Facebook reels is such a big opportunity for all of you that nobody's seeing So maybe you're like ok Gary said that and I don't want to fuck up everything else I'm doing but I'm not doing any Facebook reels anyway So going to vlog through Facebook reels you know I mean just vlogging like literally actually vlogging the way that Casey Nice that you know I came along and created a different format when Dustin used to be D rock and I was being filmed That was that was a new genre of someone following you before me though It was Casey and others actually vlogging with camera in hand I think with an actual camera like Dustin's I now think the camera in hand as in your actual iphone vlogging And so you're putting out 71 stories on Instagram and it made a whole story that day as a blog is a humongous white space that more people should be doing or on snap Mhm which is very very very underpriced attention in Asia because

a lot of people aren't doing it Thus the opportunity is there because a lot more people are using it than people realize give me a good next time I get A I me like 27 years So I mean again a bit of context just in case you my background So I run like a media company where we have power creators across the region I think one of the key talking points of this year is B and A and how is it gonna change the game for content creation of the future And I mean five years ago you were really talking about podcast and it really became like a thing And now A I is like the new kid on the block and want to kind of get A I is changing the game for I think A I think A I is underrated against its high power right now I don't think people have really wrapped their head around How big of a technology It is I mean podcasting is a pimple on a iss it's a big deal I would say many things One every one of you should be playing with it mid journey you know chat and you need to just taste it because it's like it's almost as if this was 1997 I was like you should just be on the internet you should try it because it's going to be too big for you to avoid it Everybody in this room everybody watching in this camera will be massively affected by A I for the rest of their lives It's only going to get more significant not the other way around So I think first all of you should be just playing with it Second I think it's gonna help a lot of people like I can write effective blog posts every day right now It's hard for me to block written copy I have somebody on my team Poor Mackenzie I'm sorry Mackenzie She like she like wishes I would talk to her to make blog posts But I don't it's just too hard I don't have the time for her to interview me that with with chat G BT and things like it I'll be able to write an entire meaningful blog post by recording cha JP T I want you to write a blog post on why I think Snapchat in in a PAC is a good idea for influencers especially if they do beauty and like I can like talk for a minute and a half hit enter and basically just send that to my team and say just edit a little bit and have a meaningful blog post every day all day long Uh Then there's also the creative variable Your thumb Mr Beast spends \$100,000 to make a thumbnail Mr Beast spends \$100,000 plus on thumbnails long form youtube Do you understand that in 12 months you can say something smart into a generative creative A I bot that will produce a better thumbnail than any day of the week that Mr Beast can come up with for 100,000 like this is profound So what do I think I think it's going to completely change the world I think every one of us me included and anybody else who thinks a lot about more than I even do are grossly underestimating it It's going to be exponential and I think everyone here needs to take it serious because it's a huge opportunity

Thank you You're welcome You're gonna ask you a question please I'm so sorry Like this is super cool Um Everybody here has like amazing questions They came prepared I'm a big fan I've been following you for like five or six years now A lot of the content that you've put out really shaped the way that I look at life from gratitude perspective bad news and all because of the friends I started my journey in Web three got the capable C which I eventually lost due to a scam Sorry to hear that held it all the way until it reached like \$80,000 But um I just want to say um my name is J Raja I'm a rapper musician from Singapore Sign to Def Jam South Asia You know I've been making music for about five years now and ever since I got signed like I got signed at the very beginning of my career So I never really got to explore what does it feel like to be an independent artist Right And from day one the challenge has been how do I keep putting out music that aligns with the labels plans and at the same time build my personal brand because the personal brand is the what is the thing that brings in the cash Like all these like campaigns on Instagram of course paid posts and what not in in Singapore We don't get that many opportunities to make money off the music because of Spotify I mean I I appreciate that everywhere else right What advice do you have for artists like myself that are trying to push the personal brand on as many platforms as we possibly can without feeling like we are forcing it because I do find myself feeling like how to say like a little overwhelmed with the with what I have to keep up with with Tik Tok and Instagram and Twitter and all these different platforms that you got to like stay up to date and stay relevant because I I feel like all these people are following me But if I don't post I feel a little guilty that I'm not creating the engagement and creating the discussion on the buzz or whatever Well I mean that goes back excuse me to the things that you know the lovely words you said to me when you started which is as someone who's listened for five or six years this is not going to seem foreign to you What I'm about to say is well if he feels overwhelming or guilty like you don't have to you know like the reality of all of this is if you can't do something that genuinely makes you happy it's not going to work out anyway if you're doing it because you know you should be doing it because you're trying to build a career but it's not enjoyable That is not a sustainable model Ironically my piece of advice is to maybe take a break which seems like a complete curveball for me But to me the concern is if you're doing it for the money if you're doing it because you're like well if I'm not top of mind someone's gonna comment right That comes from a place of fear it comes from a place of defense You need to find

joy in it right And so one of the things I think a lot about is people are always trying to make content that they think will work versus making content that they want to make It especially concerns me with people that like you know what I get a lot of questions about is people that grew because they're attractive and they no longer want to post naked pictures not fully naked only fans I mean just like like guys with abs or girls that are wearing barely any clothes Like you get like that it's it's gonna like my next question OK good So so you know you know it's a very common question which is like I'm now 27 I built 4 million followers because of who I was as a 22 year old I don't want to do that anymore What do I do And the answer is always like stop doing it like you know this you're asking a very similar question with a slightly different tweak which is it's not gonna work if you don't like it anyway So maybe there's other things you could be posting which is a thing that everyone should be thinking about which is like when I didn't want like I built my career in 2006 on youtube making wine videos and then I didn't want to And everyone said I was crazy and every like when I stopped making wine videos and started making business videos everybody in the wine business told me that I was making the biggest mistake of my career because that's all I was known for I just was building a wine business I was one of the most followed like understood people in that era and people like what are you doing And my comments were like why are you talking about business Just stick to wine Like what do you like But i it it didn't even cross my like I started over my engagement My view all started over but I knew it wasn't gonna work anyway You need to find something you want to do Like you need to post things you want to talk about you know otherwise you can't be sustainable So what do I think I think you have to make this work for your soul because if you don't it's not gonna work out anyway How do I have to choose a certain and then just walk in with it or just look my my answer to this question are two extremely opposites My answer is everybody at this table should be posting as many times as humanly possible on every platform comma and I just told you that maybe you shouldn't post for three months you have to be self aware of what you're about to maximize commercial success You need to post on everything from linkedin to tiktok to Snapchat to Facebook stories long form short form audio written all of it The amount of humans that can achieve that are almost none It's hard you could though But let me give you another example There's a lot of people at this table and around the world that make a lot of money doing this and should spend it by hiring four people so they can make more of it That's what I did Instead of

keeping the money and buying a fucking Bugatti I hired people and made it bigger So like everyone has to decide what they're doing here That's what you have to do Got you Ok I'm going to go for the next question Ok Hi Gary I'm a huge fan Thank you everyone else here Um I've been following you for many many years Thank you while following your podcast Um Actually my question interesting is that young writer actually came up This question is kind of the opposite So I've made a career for myself out of doing personal training I started as a fitness trainer when I was 18 I was on youtube and then evolved to a show on youtube called No Sweat It's the first fitness show in Singapore and then I created an app out of it called No Sweat And it was great during the COVID period because people were so that was great And I feel like I built a lot of my personality and my brain around fitness and wellness Funny I've always loved music and my passion has always deeply been to do music and to be a country artist very random two different extremes But I love country music and I've always been so I was a personal trainer in the morning and I go to UNI and I'm a singer in the evening So I just kind of did both things fitness and music Now like since last year I've realized that I really want to delve into my huge passion which is to do country music and music So I started putting out my own originals and what I feel and my fear is is that my engagement will drop which I feel like when I start putting out music people are like what is she doing You know like why is she putting out country music first She's like you know in the gym like working out you have like rap play and then on one hand I'm up here like playing the guitar and sing like a love ballad Um which which I love Um So my fear is diluting the brand And I think to add this question like we love both things we love what we do we love content creating I think that's the thing that we just love too many things How do I do it What's advice for someone who wants to rebrand but also doesn't want to dilute their brand dilute the audience that she's downplaying herself She like sings and she went on the Michael Bolton competition She won so awesome So I make content about business I make content of me going and buying things at garage sales I make content about me in corporate business environments for entrepreneurs I make content about NFTS and Web three I make content about the New York Jets I make content about eating blueberries I think that people are incredibly um not kind to themselves you know like the thought that this to your point even if you weren't great people would just love you more if you are an average country singer Because people like people not just for one thing but humans have gotten too philosophical Even the fact

that you said I don't want to dilute the brand Humans now think of themselves as product You literally just sat here and said I don't want to dilute the brand talking about yourself And I don't think that's bad I think it's an insight to I understand how you're thinking But the strength of a human being that is much stronger than Evion is that you're not a brand you're a human being which means you're nine brands Your strength is that your nine brands not it's your weakness The problem is everyone has become so addicted to a metric on a social media that they are accustomed to getting that it's stopping them from their happiness People are not striving for their happiness because they want to get an average of 7000 likes that they're accustomed to They don't have the courage to get 800 likes but be happy So just be happy right Like if you think about it so many of you have wanted to post something else but you knew it wouldn't get good engagement Think of how fucked up that is right Meanwhile what you don't know is it's probably the best thing you can do to eventually get to double engagement You just have that the courage to be fully authentic in the short term But it's so good I desperately hope that people figure this out and it's been a core strength of mine My content is all over the place My Instagram grid doesn't look the same You never know what the fuck I'm gonna get get from me You really have no idea what's gonna come out of my mouth Of course there's things I'm consistent about about kindness or work ethic or thing But like you you know like here's NFTS now and I when I'm ready I'll talk about A I and but you know like and so I think I think you have to allow all of you have to allow yourself to be yourself It is where your strength is Thank you very quick question My name is I'm a content creator I been creating content around food for the last few years I listen to your podcast on the CEO One of the most impactful things you say was your self worth and identity is completely detached from your person your professional accomplishments and you sort of based your then what based on I think you say something about how your self worth is predicated on how you interact with another person So as a content creator a lot of what we put out is ourselves And imagine for you as well how do you make that attachment And how did you learn that conclusion It's a great question So what you're saying I assume is when you as a content producer puts something out and someone is shitting on you or it doesn't perform well how do you let that not affect you Yeah for for someone like immensely successful how do you say I am not my business I'm not these companies that are doing myself There's nothing to do with that And you've given an alternative answer which is that self worth or

my value is in my interaction with the one on one the person in front of me because it's my truth you know to answer your question it's because the reason I think I'm successful is because of the second part you know I mean I think all of us have to really recognize who we are You know for me I genuinely am more passionate about being a nice person than I am about being a successful businessman And so like but I just happen to be also good at business like she just happens to be capable of singing that has nothing necessarily to do with her capacity of being an entrepreneur and building a fitness app They're just all these different dynamics that we all have I think what was powerful about what I said on that podcast was I also knew that a lot of people would be listening to it and it's been something I've been thinking a lot about which is like why am I so capable of being happy so often Why don't I have the normal amount of anxiety when I have the rationale to have way more anxiety when you're being judged at the level that I'm being judged when you are 47 and have lots of dynamics in your life at that point Like when like there's a lot going on in my life and yet it's just all so quiet and so you start asking yourself why and it's how I got to that conclusion I'm like oh right I just don't care I don't care that I'm good at business I don't think I'm special This is all very nice and it feels incredible to have people say nice things follow me like but I don't think it makes me special I just don't I think that's good parenting I think that's luck of DNA I think there's a lot of things going on there But I can tell you that the faster all of you can get there the happier you will be How did it it came so early Notice how I said the reason I think I'm it happened before high school The reason I liked high school so much was I didn't give a fuck what people thought of me That's really hard Like it seemed normal to me The reason I was such a good businessman was I did business instead of trying to be popular I did business instead of trying to get good grades You know I was just in a very funny place my whole life I was just always willing to be I was always you know the only thing I think I'm actually great at like truly is being myself you know and so I think like for all of you it's back to what you just said like if I could wish anything for all of you besides health it would be deep self-awareness because once you know who you are you can actually start to navigate the world outside the framework of the world This is why I talk a lot about buying watches and like most people buy shit to project Not because they actually like it They think they like it they don't understand the bigger meaning They like the affirmation they like the attention they like the validation They don't actually like it they forced themselves to like it as a

proxy to get what they wanted Yes Um So I'm Cheryl I uh I own many pets I run a family business I run my own brand I'm a mom of three I incidentally I have been creating content as well So something I've learned from you is to love the process Something that's kept me for many many years So two questions one question is I think sometimes we overthink or rather how do we deal with content fatigue be it for business or for personal content creation Because my interest is in wellness in motherhood is in health But then again I feel like I put all these out there you know or like maybe my previous eating disorder I put the all these out there But how much more can I talk about it again Because I've said it you know so content is one and the second question is relating to you know I think being happy right Like having so many heads I feel that sometimes it's very overwhelming and it's very stressful How do you kind of just have all these this quiet and all this noise Two things So the first thing on the content fatigue the question I would ask all of you is who are you making the content for my belief is that most people are making the content for themselves and what they want out of it The reason I don't have content fatigue is because I get great joy out of making the content for all of you So for me I'm capable And my friends ask me this all the time Aren't you tired of saying the same shit over and over And I'm like never for example for some of the people here that have been consuming my content I think this will resonate There's been things that really if you think about the three best pieces of content that I've ever made for you I bet you you'll realize once I say this that you had heard me say it 19 other times prior to that it was just that you were ready to hear it that time So for me when you've got as powerful of a story that can help so many young women like actually being vulnerable and authentic about having an eating disorder You could talk about that every day for the rest of your life because you know on the other side there's some girl in Stockholm right now that needs it So for a lot of you content fatigue comes from the fact that it's selfish not selfless that's not bad I have plenty of selfish wants and needs too But I think the reason you can easily get to a place of not having content fatigue is similar to what resonated for you about loving the process Once you make all of your content for the sake of the person on the other side of it you'll never stop So that's one place to think about The second one is ironically the complete reverse answer The thing that you need to do with overwhelming is to be kinder to yourself with all the hats that you're wearing especially mothering three Children All of us beat ourselves up too much That's where you need to be very selfish The place where everyone needs to

be the most selfish is in the way they love themselves The way things are quiet for me and not overwhelming is I'm my biggest fan but not in a narcissistic egotistical way In a I'm compassionate to me You have to be nicer to yourself We're human beings Everyone every person in here is gonna do something stupid today I think I'm really good at stuff Business I'll make it narrow I think I'm really good at business I'm gonna make 100 and 50 big mistakes this year Having the capacity to be kind to yourself and predicated on your effort is everything you know and that doesn't mean don't hold yourself to a standard that means just have more compassion to yourself You're juggling a lot of shit family business brand three Children and content creator You've got a lot going on You're allowed to have a bad hour You're allowed to have a bad day You're allowed to have a bad week month and you're allowed to have a bad year We just need to be nicer to ourselves We've got time to make you want to I'll go a little faster I'm from Singapore So I painted a mirror outside in your office So that's why me and I yours So I think something I realized along the way after I've done art for a long time is that when I first started doing art on Instagram social media it didn't get very far It was just like a portfolio And when I started to realize that social media is social media and posted myself doing things really took off from there And I think that's also partly because of you and stuff that you share And I think a brand just noticed that starting to do a lot more brand collaborations more fun decoration as well I work with brands creating art for them products So I think one question I'm asking myself more is that art is how I got started and the thing that I really love but at the same time with the content creation I still do enjoy that as well But I'm struggling I guess towards the next time to find a balance between something that I really love doing Yes I think you need to fight more for the love and not the money right That's it The reason you're struggling is you recognize the commercial opportunity but you only have so much capacity and it's taking away from the thing you like And this goes back to a lot of the theme of today Just you you have to understand balance is subjective and not true There is no balance there's your feelings and opinions on balance So it just sounds like you need to tweak it a little bit back to a little more time for you to do art Like for example you could make a simple rule for yourself that no matter what on Monday coming out of a weekend to get the week going Right You do art The world made up that we work five days a week and have two vacation days But you can make up that you have two V two weekend days one art day and four work days You just have to create the framework that will work

for you right now Based on what you're saying is you're starting to hit that inflection point where you realize that the commercial side of you is eating into the you know the essence of you and you just need to find a little room for it OK Thank you I think my question is actually please but it's just that um I'm always stuck with sorry I I'm I do study on conventional photos Like I don't just shoot I shoot creative architecture photos with the humans and stuff So it's like I um take my right So I always get confused not confused like stuck in between like content like the crowd that I do And also the trend that people actually do Of course for example like you know I do photography and I'm an ac for mobile photography because I should have a lot of mobile and like you know people always think like otherwise like oh wait you should be some mobile phones and stuff But the thing it's like there's a lot of tips for mobile phones that I know myself And the trend is always like to teach people on photography tips But I think like I'm always stuck in the should I post my craft or should I actually posts on my photography But what do you want to do Well I kind of like always like to post the pro but in like posting wise and in character that post doesn't always work as good as like photo like I'm aware of So it's like I'm always just stuck like you know should I just post or like should I do Like so the world of like trend setting which give me numbers but just I understand I understand in the world for some fucking reason the world is addicted to the word or and so much happiness can be found in the word and the answer to your question is both right Like think about how simple that is It's like should I do this or should I do this What you just said when the reality is the the social media platforms in the world is this whole table You can easily do both There's room for all of it You're not compromising one or the other this is where people got into silly like silly scenarios where like you better not post this because it's gonna fuck up the algorithm Remember that Like it's all silly bullshit Both This is why this is why a lot of what I just talked about is gonna work You're not gonna you can you want to post a country song and then the next day a workout video good like the capacity for and is unbelievable I think in the sense where like the trend like you know photography just like if I keep doing that both like I mean my craft and photography it's like what sets apart for me and other creators where HD also post the same thing Why are you worried about the setting apart What's going to set you apart is you're different We're all set apart right to your point It's a really interesting question The amount of people that do things because they think in scarcity not abundance You believe that you let you doing

something similar to other people does not have enough capacity for both of you to eat I think everyone is doing the same shit There are 7 million people doing the same shit you're doing every one of you There's thousands of people that wait for me to post something and just make their own version of it an hour later and it's still not taking away from me It drives my team crazy sometimes they're mad at people But like yeah there's no scarcity in that you understand Yeah Even like you have to understand like the adjective you use in your copy like the adjective that's different than someone else's adjective already makes you different Thank you so much Everyone I hope that you guys got a good day