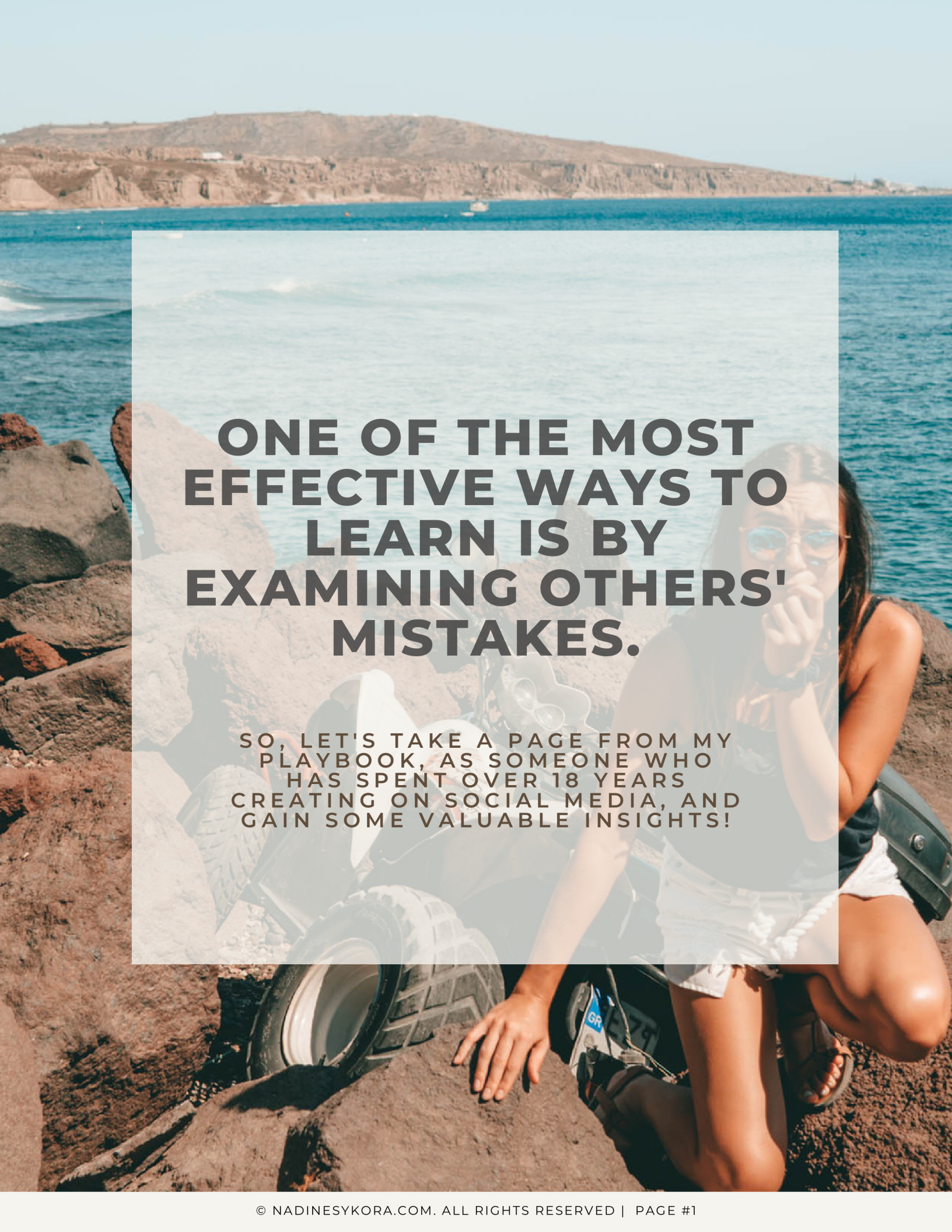

TOP 5 CONTENT CREATOR MISTAKES

(& How To Overcome Them)



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A woman with long dark hair and sunglasses is crouching on a dark, rocky shore. She is wearing a black tank top and white shorts. Next to her is a small white boat with a black outboard motor. The background shows a blue sea and a hilly coastline under a clear sky.

ONE OF THE MOST EFFECTIVE WAYS TO LEARN IS BY EXAMINING OTHERS' MISTAKES.

**SO, LET'S TAKE A PAGE FROM MY
PLAYBOOK, AS SOMEONE WHO
HAS SPENT OVER 18 YEARS
CREATING ON SOCIAL MEDIA, AND
GAIN SOME VALUABLE INSIGHTS!**

MISTAKE #1

I THOUGHT I HAD TO HIT A CERTAIN NUMBER OF FOLLOWERS & VIEWS TO BE SUCCESSFUL.

FOR INSTANCE, I WAS FIXATED ON REACHING 50,000 FOLLOWERS ON INSTAGRAM, BELIEVING THAT IF I HIT THAT, I COULD FINALLY CHARGE FOR POSTING CONTENT THERE.

The reality check is liberating: true success doesn't necessarily rely on those numbers. Suppose I defined success as creating a full-time income for myself. In that case, there are many monetization methods beyond AdSense and other view-based programs, from affiliates to product sales, that don't rely on views or subscribers.

Plus, in the world of User-Generated Content (UGC), followers don't even matter, just content!

I also discovered that brands with limited budgets tend to prefer working with smaller creators. Additionally, **some brands prefer engaging with multiple smaller creators over one larger creator because the former yields more content that can be licensed.** For example, hiring ten smaller creators would produce ten pieces of content, whereas working with a larger creator would only yield one.



MISTAKE #2

I THOUGHT I HAD TO REPEAT CONTENT AND DO THE SAME THING BECAUSE THE ALGORITHM TOLD ME THAT'S WHAT MY AUDIENCE LIKES BEST.

THIS LED TO A PERIOD OF STAGNATION IN MY CONTENT, WHERE I WAS AFRAID TO TRY NEW THINGS AND WAS SOLELY FOCUSED ON WHAT WAS 'POPULAR.'



Here's the catch: all content styles have a shelf life, typically around three years. Reposting or sticking to the same formula within that timeframe might still resonate with your audience, but beyond that, trends have shifted, and so have their preferences.

To stay ahead of the curve, adaptation is key. I learned this lesson firsthand as I transitioned from polished aesthetics to embracing raw, authentic content when trends demanded it. When video content surged in popularity, I seamlessly integrated short-form videos into my repertoire. Flexibility became my ally as I leveraged Instagram's preferred features, like Reels, to remain relevant.

However, it's essential to recognize that analytics can sometimes mislead. If something works once, the algorithm nudges you to repeat it ad infinitum, trapping you in a cycle, a feedback loop that makes you think that's the only type of content that will do well, so you end up only creating that kind.



BUT LET'S FACE IT: VIEWERS GROW TIRED OF THE SAME OLD CONTENT, AND EVENTUALLY, THE LOOP ENDS.

So what do you do then? To break free from this cycle, I adopted a lifelong learning mindset. I shed my ego, embraced risk-taking, and wasn't afraid to experiment. Yes, content flopped along the way, but each misstep was a new opportunity to create another loop. So, instead of one or two large loops, I made dozens of smaller ones I knew could work, which allowed me more creative freedom and helped prevent burnout from repeatedly creating the same thing.

MISTAKE #3

I THOUGHT I COULD JUST "TAKE A BREAK."

ANYTHING MORE THAN TWO WEEKS COUNTS AS A BREAK, WHICH ISN'T REALLY A BREAK WHEN YOU'RE DOING SOMETHING FOR 18 YEARS.

Taking a break seemed harmless at first—until I realized how hard it hit on platforms like Instagram and TikTok. Unlike YouTube, where content has a longer shelf life, these platforms thrive on fresh, consistent content.

But here's the silver lining: these same issues also make it much easier to regrow and re-engage with your audience or find a new one. So, I learned to approach breaks strategically, optimize my channel for survival, and planned my comebacks with precision.

These strategies gave me breathing room, removing the stress involved with thinking my channel would die.

Spoiler alert: I've been doing this for 18+ years, I still make a full-time six-figure income yearly, and I've taken many breaks before. My channels aren't dead yet, so it's working!



MISTAKE #4

I THOUGHT THAT ONCE I GOT SOMEONE TO SUBSCRIBE OR FOLLOW, THAT WAS IT; THEY WERE GOING TO WATCH MY CONTENT FOREVER!

I REMEMBER FEELING A SENSE OF ACCOMPLISHMENT WHEN I REACHED MY FIRST 1,000 SUBSCRIBERS ON YOUTUBE, THINKING THEY WOULD ALWAYS BE THERE TO SUPPORT ME. NOPE!

Subscribers come and go—it's the sad truth. Don't feel hurt when people stop watching your channel. Eventually, most will, no matter how good you are. Think of a platform you've been on for a while; how many channels have you consistently watched over the last five years? Probably not that many, and that's okay. It's okay that people stop watching. I've learned that a turnover of new people is a good thing!

People can get so mad that the algorithms on Instagram don't show their content to their followers but instead show it to new people. This is a good thing! Because if they didn't, they'd never get new eyeballs in the wheel. There are too many content creators to follow nowadays, and loyalty in the digital age is a rare gem. **Building and retaining audiences are two tasks requiring different content styles.**

THAT'S WHY I FOCUS ON DELIVERING VALUE RATHER THAN EXPECTING UNWAVERING LOYALTY. WHETHER IT'S EDUCATING, ENTERTAINING, OR INSPIRING, MY AIM IS TO MAKE EVERY PIECE OF CONTENT MEANINGFUL, REGARDLESS OF WHETHER A NEW FOLLOWER OR A LONGTIME FAN VIEWS IT.



MISTAKE #5

I TREATED SOCIAL MEDIA UNPROFESSIONALLY.

WHEN YOU ARE YOUNG AND IN YOUR TWENTIES AND SOMETHING BAD OR 'UNFAIR' HAPPENS TO YOU, WHAT DO PEOPLE USUALLY DO? THEY GO ON SOCIAL MEDIA TO COMPLAIN!

The problem with this is that there is rarely only one side to the story, and there is often no straightforward right or wrong party in these issues



By creating drama and controversy, you might gain some followers and eyeballs, but it can negatively impact your personal brand and image to potential sponsors or people you want to sell to. And that's searchable on Google! It's very hard to bury drama, so when people search for you, that's what they'll find!

This is especially true in your niche, where you will likely see the same people again at events and brand trips. I learned this the hard way when a personal issue I shared on social media ended up affecting my professional relationships.

So, how did I overcome this? I held my tongue and took the high road. I treated every relationship with individuals, fans, or brands with respect and foresight.

**YOUR REPUTATION
PRECEDES YOU, AND IF YOU
PLAN ON BEING A CONTENT
CREATOR FOR A WHILE,
ESPECIALLY IF MAKING IT A
CAREER, YOU NEED TO THINK
LONG-TERM.**



A tweet venting your feelings might feel good in the moment, but it won't serve you in the long run. I'm not saying never to vent; you can be human and show emotion, but make sure you filter your thoughts and think about whether they might come back to bite you.

WHAT'S NEXT?



Make sure to stick around on my email list as **I'll be sharing more insights of what I've learned over the last 18 years of being a content creator.**

enjoy

STAY TUNED FOR A SPECIAL ANNOUNCEMENT ON HOW I CAN HELP
YOU TAKE THE NEXT STEPS IN YOUR JOURNEY FOR
CAREER LONGEVITY.

Send me a DM on Instagram **@heynadine** I'd love to hear your
feedback!

ABOUT ME!



It all started on YouTube back in 2006 with a \$79 webcam. Little did I know that this would be the beginning of a lifelong career in content creation. Since then, I have built an amazing community of over 650K+ followers and have collaborated with dozens of major international brands.

I enjoy sharing my insights and experiences, often speaking on expert panels and at events to pass on the wisdom I have gained over the years.

Almost two decades later, my passion for content creation has only grown stronger. **My journey has been one of sustained success, fueled by a genuine love for what I do.**

Nadine Sykora

@HEYNADINE

