

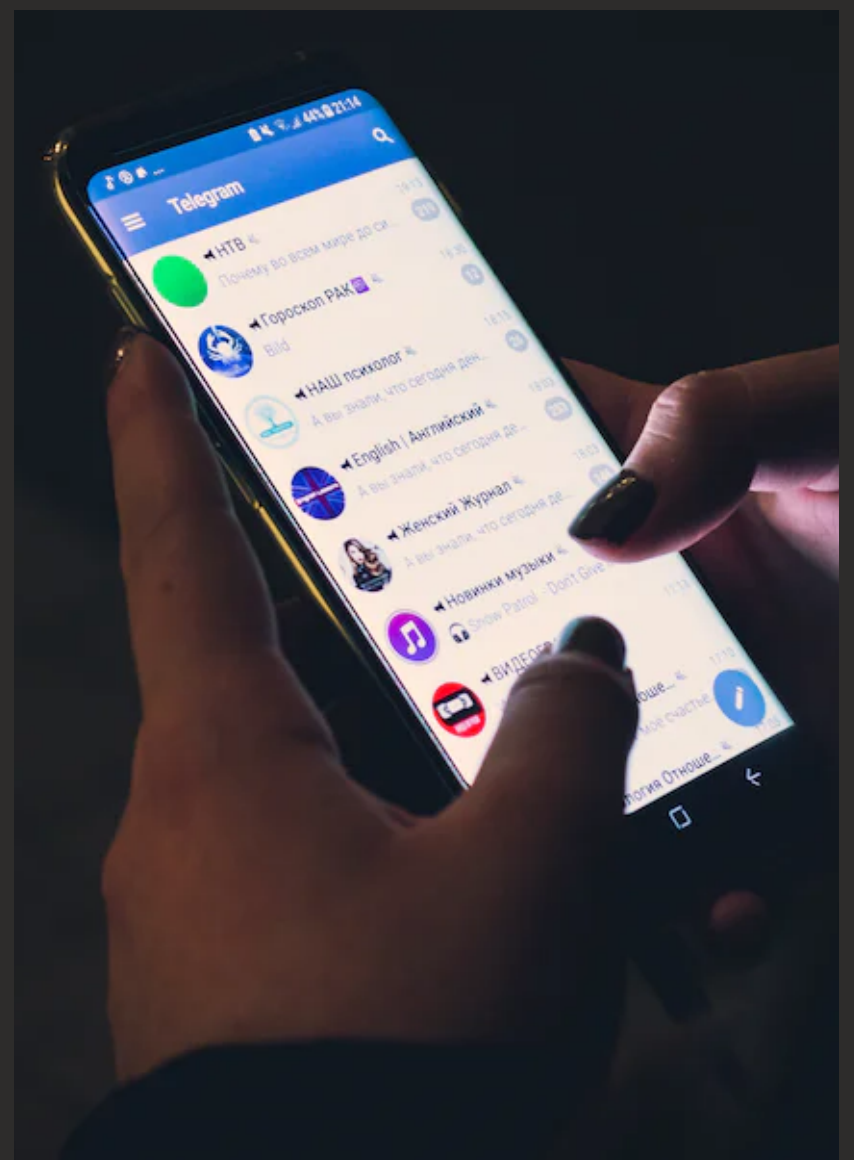
I GOT THAT BLOG IN ME



This week was another beneficial learning experience for me as I continued to deepen my understanding of content strategy and content marketing, as well as learn some new concepts such as content context. I was also fortunate enough to hear from another industry professional in Ebony-Renee Baker, Fashion Editor at Refinery29 in the UK.

PUTTING MYSELF OUT THERE

The biggest takeaway that I got from listening to Ebony-Renee Baker speak was how she put herself and her content out there when she was looking for work. She would message people and brands and tell them why her content would be good for them to post if they wanted to, and although people didn't respond every time, the times they did really impacted her career in a positive way.



This was important for me to hear because I struggle to reach out people when it comes to promoting my own business, in fear of getting a negative response or not getting a response at all. I can't continue to think this way because the one odd response I get could be the one that propels me further in the industry and makes reaching out to the next potential client easier. Ebony-Renee also mentioned the concept of 'fake it till you make it' which is something that I've never heard a media professional say.



This changed my perspective on how I conduct myself in my personal business. Although I love to create visual content for people, I am still very new to the industry and there is still a lot that I don't know, so hearing a professional editor say that when she started her career at the place that she desired was faking it until she made it made me feel like I could do the exact same thing for my brand. I just need to act professionally, confidently and act like I know what I'm doing, and eventually I will because I'm constantly learning.



BECOMING A SMARTER CREATOR

As a creator I know it can seem like your only job is to create great content for target audiences, but unfortunately it isn't always that easy. As a creator you don't just need to know how to create content, but the also the context of your content and how it will be perceived by audiences. This week's reading taught me that you really need to know what



people will be using your content for, so you can tailor it exactly to their needs. When it comes to the content I create, I need to show clients that I've created something exactly like they had envisioned. I also need to make sure to let future clients know that I worked closely with a particular client and I will do the same for the next client. Overall, I need to analyze how my content can be used and interpreted by clients in order to gain more clients. I will achieve this by doing more research about target audiences as well as analyzing my work and what contexts it can be used in.

