

Sample #1 | <http://www.jarrodking.com/content-creation-tactics-social-media-for-authors-and-more/>

# Content Creation Tactics – Social Media For Authors And More



If you've listened to older episodes of my podcast or even read an older blog post, you know I've struggled with getting overwhelmed. Trying to balance the "meat" of writing new stories with the "potatoes" of new online content is hard. And around summer of 2018, I was completely burned out. I had been doing so much social media content that I neglected writing. And, without new stories to talk about, I was doing a whole lot that felt as though it didn't amount to anything. So I took a long break from content creation – period, pooh. (Don't judge me, that phrase cracks me up.) It gave me time to get my anxiety back down from being on the go all the time and allowed me the space to write.

Well, I've completed writing a short story, a novella, and I'm now outlining a new story. But, if you've noticed, I'm back on the sauce. However, things are different now. Hopefully. Here are my content creation tactics; a little bit about what I'm doing and how I'm pacing myself so I don't completely lose it. My hope is that it will help you if you're trying to do all the things.



## Content Creation For Authors And More

Since I'm a writer first, I make sure I take time to write either when I get up in the morning or come home from work. It's absolutely paramount that I mind the business of being an author first and most frequently. But where does all of the new content fit in? Easy. It all starts with this blog.

Every Saturday, I sit down to write a new post that will be a focal point for my content throughout the week. So, this post, all about pacing yourself and not getting overwhelmed, will get rehashed for Twitter, Facebook, YouTube, Instagram, and my podcast. That way, I don't have to create anything new. If you follow me, you'll see the following:

- a quote from this post on Twitter with the link back to this page
- a new video on YouTube going over similar information
- a new podcast with the audio from the YouTube video
- YouTube video posted on IGTV (Instagram)
- video re-posted on Facebook and a separate Facebook post
- promotion for that content and more all over

It all gets spread out over the week so I don't bombard my followers with a whole bunch of information. Plus, I intersperse it with my normal social media interactions so it doesn't seem so mechanical.

Now, it may seem like I'm repeating the same information over and over again, but you have to remember, not everyone who follows you on one network follows you on the other. Plus, the more you do this, the more you will have to pull from as you go. I can re-post a video from two weeks ago while also promoting my latest post, keeping it all fresh.

## Saving Time

This method is a real time saver. No longer am I creating original content for each platform. If you have a team and the money to do that, go for it! But I don't, and I suspect many reading this don't either. So stick with what works to get things going.

### Two More Things

1. Use a calendar to plan out your content. Either create one on your own in Excel like I did, or use a calendar app. Brainstorm topics ahead of time and stay on schedule.

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2. You don't need to engage on every platform. I'm just hard-headed. I like the challenge of cracking the code on good engagement on all the platforms and stretching the bounds of my creativity. That doesn't need to be you. If you feel strongest on Instagram, or YouTube, or Medium, just stick to whatever works for you. The biggest thing is to remain consistent. It's a lesson I've learned over and over again, but it's difficult. I'm still trying to put it into practice. So, we're in the same boat. Let's keep trying this content creation thing together until we reach our goals!

Sample #2 (Guest Post) | <https://victoryates.wordpress.com/2017/02/09/how-to-create-a-fantasy-world/>

# How to Create a Fantasy World

I read Stephen King's memoir, *On Writing*, after completing my first draft of *Pangaea: Unsettled Land*. When likening the writing process to archaeology, he wrote, "Stories are relics, part of an undiscovered pre-existing world. The writer's job is to use the tools in his or her toolbox to get as much of each one out of the ground intact as possible." I completely understood this to be true. When beginning to write a story, you already have an idea. Now, you just need to uncover all of the elements that make it work.

## Know Your Idea

Forcing things like magic and ancient lore into your story isn't going to work if they weren't at the core of your idea to begin with. If they are, then you can go places. When I began writing *Pangaea* in 2009, I started with this core storyline: 'three friends go on a quest to find a rare magical artifact that would make a huge impact on their world'. I also had the idea of a maniacal antagonist who had gone mad after being in a dungeon for so long. If you read the book, then you know right away what has changed and what hasn't. None of this is groundbreaking stuff, and in fact could very easily be cliché. What makes fantasy unique are the things only you can bring to it.

## Focus On The Story

First, I would strongly suggest an outline – not necessarily for plot in the beginning, but for your characters. This website showcasing the snowflake method is a great source. It helped kick-start me towards completion after multiple start-and-stops over the years. It's a great way to uncover more about your characters and the world around them. Once you know their motives and barriers, things like the ancient mythology of the land, the world/character's histories, and a timeline will begin to fall into place. That's because you'll have the mindset that "A needs to happen in order for B to happen". Again, this is not about forcing things into place. It's about naturally discovering what it is about the world that makes your characters behave the way they do. If you can't prevent the love interest's death without changing your story a great deal, it's probably supposed to happen.

Be cautious! Just because you know the timeline and all of the mythology and history, does not mean your reader needs it. They only need what's absolutely necessary to the development of the character and the furthering of that story. Otherwise, you could make the mistake of info-dumping and bogging down your story with needless details.

Once you have a firm grasp on all of the details, you can decide on whether plot outlining is best or if you want to get straight into writing. In both cases, don't be rigid. Allow for some unforeseen changes.

## Go With The Flow

When you begin writing, you're going to learn even more about the world you've created and the characters. Things are going to change. Initial ideas are going to seem way overblown, and some of the minor ones will need to be brought to the limelight. This sense of discovery is the fun part! I remember wanting to end my novel with a bang by having *Pangaea* separate from one super-continent into the world as we know it now. This does not happen. My ending is much simpler and has more impact now

because I paid attention to the path of the characters. By not remaining inflexible, I brought the far-fetched (and horrid) idea back down to Earth.

## Time For Some RER: Revising, Editing, and Rewriting

It's so important to edit your work. This is a must for writers in general. However, when creating a fantasy world, it's highly important to look not just at the grammar and story, but at all of the world-building elements. Look at the government, society, technology, and magic. What works? What doesn't? Here's an example of my editing:

My book involves a mixture of old and new technologies, so I had a scene where my characters are flying somewhere on a plane. My editor let me know to make my world a bit more distinct by paying attention to the structures and names of certain technology. I changed the structure of planes into a stingray-like airship called a supertrop. Phones are all called comms, cars are called wheelers, etc. These changes helped distinguish my world from the one we live in today and added even more of that fantasy allure.

This also highlights the importance of an editor. Don't expect to publish anything that's been self-edited. Leave that version for beta readers. After accepting or refusing suggestions from them, have a professional with a focus on your genre look over your work and let you know what needs to change. This especially helped me understand what fantasy readers expect and to meet those expectations without compromising my own ideas.

Follow these steps and you can soon have readers escape to a world of your own!

Sample #3 | <http://www.jarroldking.com/why-you-should-never-force-the-story/>

# Why You Should Never Force The Story



In a previous post, I made a statement about using your fear as fuel to propel you through a task. In my case, it was to move forward full-steam ahead with writing the sequel to *Pangaea: Unsettled Land*. I had mentioned plowing through a draft no matter what, but some things are best left on the back-burner.



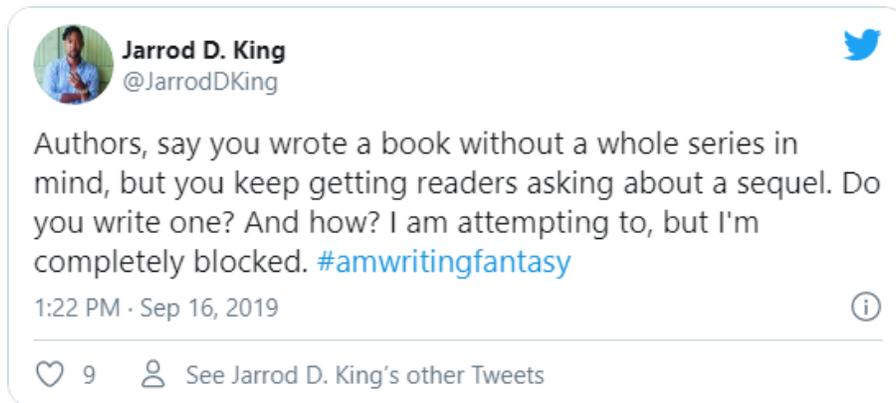
## Not Plowing Through

I went back to my old outline and was surprised at how far I'd come in terms of conceptualizing the story. This was in no small part thanks to my decision to write the prequel, *The Auctorati*. Also, I'd completed the outline in 2016 – just weeks after publishing the first book – so I was surprised that the story had been on my mind all this time. Almost three years. It was time to get it all on paper.

Not! Since writing my last blog post, I've tried to get a firm hold on this story, but got stuck yet again. What was I doing wrong? I went to other writers for help.

## Help On Twitter

I posed this question on Twitter:



The responses were amazing. With comments ranging from just letting the story sit and marinate to personal accounts of going through the same thing, I could tell that this problem was nothing new. And I was grateful to know that I wasn't alone. It all added up to one main lesson.

## Never Force The Story

This experience taught me to never force a story. I wrote Pangaea as a standalone, but after requests to see more, I wanted to oblige. Despite my desire to satisfy fans with a continuation of Slade, Douglassaire, and Gisela's journeys, I'm just not able to do that right now. And it's okay. I haven't completely ruled out a sequel, but I'm going to give it time to come to me the right way. I want to make sure to give readers my absolute best.

So, if you're a creative of any kind, here's some advice: Be disciplined, but be patient. It may sound like an oxymoron, but the real juice of creativity flows somewhere in between.