



SOLOPRENEUR TIPS

Content Creation Essentials

Learn to Create Authentic Content That Connects With Your Audience (TikTok, Instagram, and More)

Community-Centered · Experience-Backed · Purpose-Driven

A Note From Geezell

Tech overwhelm is real. I am not going to pretend it isn't. Websites, apps, algorithms, editing — it can feel like a foreign language, especially when nobody handed you a manual.

Here is what I want you to sit with instead: you spent 20-plus years mastering complex, high-stakes systems that most people could never handle. A phone camera and an app are nothing compared to that. You already have the hardest skill — the discipline to learn something new and keep showing up. This guide is just the how.

You don't need fancy equipment, a script, or a following to start. You need one true story and a phone. Everything else is just practice.

Why Authentic Beats Polished

The content that stops someone mid-scroll is never the most polished. It is the most specific. "Yo, I never knew retirement was so good" outperforms a perfectly lit, perfectly scripted video every time, because it sounds like a real person, not a commercial.

- Be specific about your career and your story — never generic. Specificity is what makes people stop scrolling.
- Real footage beats studio-perfect footage. Natural light, real locations, your actual voice.
- One idea per video. Never try to say two things at once.

The Bare Minimum You Actually Need

- A smartphone with a working camera — that is it to start.
- Natural light — face a window, not a lamp.
- A quiet-ish space — your kitchen, your car, your porch all count.
- A free editing app already built into TikTok or Instagram — no separate software required at the beginning.

Everything else — ring lights, microphones, editing software — is optional and can wait until you know you enjoy this. Do not let gear be the reason you have not started.

The First Video Framework: Hook, Story, Lesson, CTA

1. Hook (first 1–3 seconds)

Start mid-thought. Never open with "Hi guys, welcome to my channel." Say the most interesting sentence you have, first.

2. Story (the middle)

Tell the real, specific moment. Not a summary — a scene. What did you see, feel, notice?

3. Lesson (the takeaway)

What does this mean for the person watching? Say it plainly, in one sentence.

4. Call to Action (the close)

One specific ask — follow, comment, save, or visit a link. Never more than one. End with your name or community: "Follow along, I'm just getting started" or similar.

Hook Formulas to Borrow

- "Nobody told me [X] before I retired, so I'm telling you."
- "Yo, I never knew [X] was so good."
- "Let me tell you about the day [specific moment]."
- "Here's what 20-plus years in [your field] actually taught me about [topic]."
- "I used to think [old belief]. Here's what changed."
- "If you're [specific situation], this is for you."

Content Standards Worth Copying

These are the standards I hold every piece of Retired and Realizing content to. Borrow them for your own.

- Hook lands in the first 1–3 seconds.
- Length: 55–62 seconds is the sweet spot for story-driven content. Rarely exceed 90 seconds.
- Captions on, always — most people watch without sound.
- One idea per video. Save the second idea for tomorrow.
- A specific CTA — never vague.
- Reply to comments within the first hour. This builds community, not just views.

Captions & Hashtags, Simply

Your caption does not need to repeat your video word for word. Use it to add context or ask a question that invites comments.

Use a mix of hashtag types — never more than 6 to 8 per post:

- **Branded** — a hashtag tied to your own name or project.
- **Niche** — specific to your field or story (your career, your community, your topic).
- **Broad** — general reach tags related to your overall theme.

A Simple Weekly Content Plan

Pick one day to plan, one or two days to film, and post 2–4 times per week.

- Monday: One story from your career (credibility).
- Wednesday: One educational or how-to tip (the helper who asks for nothing).
- Friday: One joy or lifestyle moment — something you did just because it felt good.
- As needed: One straight-talk, real-talk moment naming something nobody else says out loud.

On Being Seen

If part of what is holding you back is the fear of being seen publicly after a career spent behind the scenes, or the worry that nobody will care what you have to say — I want to say plainly: that fear is common, and it is not a signal to stop.

You do not owe anyone a polished, confident-from-day-one version of yourself. The first video is rarely the good one. It is just the first one. Post it anyway.

The fish didn't even bite. It didn't matter. Three hours in complete peace. That is what retirement can feel like — and that is exactly the kind of moment worth sharing.

Exercise: Your First 5 Video Ideas

List five true, specific moments from your life or career that could become your first five videos.

Mistakes to Avoid Early On

- Waiting for the "right" equipment instead of starting with your phone.
- Opening with "Hi guys, welcome to my page."
- Trying to cover three topics in one video.
- Disappearing after a few posts instead of giving it consistent time to build.
- Comparing your first video to someone else's hundredth.

Come Home to the Community

You do not have to figure out content creation by trial and error, alone, at 10pm wondering if anyone will care. The Retired and Realizing community has people at every stage of this exact journey — from "I haven't posted yet" to "I just hit my first thousand followers." Come share your first video. We will be the first ones cheering.

Join the Retired and Realizing Facebook Group:
<https://www.facebook.com/share/g/1EWFR1xcnZ/>