

# SELF-MEDIA TRAINING COURSE

## FROM POSITIONING TO OPERATIONS TO BUILDING AN EFFICIENT CONTENT CREATION PATH



## PROGRAM OVERVIEW

In today's self-media era, content creators face numerous challenges, including accurate positioning, breaking through creative bottlenecks, increasing exposure, and establishing efficient operational models. This course will equip you with the skills and knowledge to overcome these challenges and build a strong foundation in self-media creation. Through six core modules—you will systematically enhance your self-media operation abilities. By the end of the course, you'll be able to efficiently manage social media content creation and promotion, enabling you to establish a personal brand or project that stands out in the competitive digital landscape.

## WHO IS THIS FOR?

### SMALL BUSINESS OWNERS

This course is ideal for small business owners looking to expand their social media strategy to reach a larger audience and drive growth.

### BEGINNERS

This course is tailored for influencers and social media marketers who want to establish and elevate their skills and gain a deeper understanding of self-media creation.

### INDUSTRY PROFESSIONALS

For professionals in film production, creative writing, content marketing, etc. who seeking to enhance their expertise will find this course invaluable in building a strong online presence and personal brand.

## LEARNING OBJECTIVES

- Master the complete self-media creation process, from topic selection to content publishing and operations
- Learn how to position your IP and plan content to create personal or brand IP
- Enhance shooting, editing, and copywriting skills to produce more appealing content
- Master self-media operation techniques to quickly increase content exposure and fan interaction





## COURSE DETAILS

<b>STATUS</b>	Available
<b>COURSE HOURS</b>	6.00
<b>DELIVERY METHOD</b>	In-person

## CONTACT

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# COURSE MODULE



### DUAL-IP POSITIONING PLANNING

Basic strategies for Dual-IP cooperation, positioning methods, market analysis, content creation, and IP matching



### TOPIC PLANNING

Analysis of trending topics, creative topic selection, user research, platform characteristic analysis



### COPYWRITING

Headline writing techniques, emotional guidance, storytelling, SEO copywriting optimization



### SHOOTING

Choosing shooting equipment, composition techniques, camera language and lighting effects, on-site scheduling



### EDITING

Editing software skills, editing rhythm, sound effect pairing, special effects and subtitles usage



### OPERATIONS

Social media platform operations, fan interaction and community management, data analysis and adjustments, content promotion and monetization strategies

# LEARN FROM EXPERT

Our instructor is a highly accomplished self-media expert, digital marketer, and award-winning film producer.

With years of experience in market promotion and self-media, he has successfully built and managed multiple businesses across industries such as manufacturing, education, finance, and food production.

His expertise in digital marketing has been instrumental in driving business success, while his internationally recognized films highlight his creativity, film production expertise, copywriting skills, and storytelling talent.

