

Hero Vs Hub Content - Nurture The Audience - Written Lesson

[BONUS: Hero Vs Hub Content](#)

Okay, so you've been making content and you're starting to get followers, views and engagement. Great! Keep Going! But let me let you in on a little secret... Not every video you post needs to be purely about the views.

GASP

Yes, you heard me right and there are a few reasons for that which are very important for not only if you want to do this for the long haul but also building a strong, loyal audience that cares about you. And better yet will buy something from you when you eventually get to that point. Especially if you want to sell something expensive.

In this wild world of content, there are 2 main types of content, we like to call it Hero and Hub content.

Hero content is the high-impact, high-view, growth content that is purely designed to get as many views as possible. This type of content is what we teach you how to make in this course. This is the content that uses the Hook, Substance, Payoff structure and follows a format that gets people to engage.

A great example of this is our 100-Day Film School series we've talked about in the past. With this type of content, we grew 170,000 followers in 90 days and had amazing results. This is because we made educational videos that were super easy to watch, follow along with and share which got us a ton of attention.

The next type of content is Hub content. This content is designed to let the audience get to know who you are as a person and build a real connection with you. These videos are typically less punchy and view-oriented and will also be slower-paced. They will also get fewer views. Which is the whole point.

This content is for you to share stories, mindsets, and opinions about various things in your niche so people can start getting to know you as a person.

This is the type of content we are making right now with our social media channels (depending on when you are taking this course). If you go to my Instagram (@tmsproductions_) right now you will notice that my videos are not getting a ton of views. But you need to pay attention to what the videos are about.

Over the last 3 months when we did our 100-day Film School, these videos were tactical tips about filmmaking and got a ton of attention from beginner filmmakers who want to learn the basics.

Now the videos we have been making are about mindsets, opinions and thoughts about things in the filmmaking space on Instagram and TikTok. They are purely designed to let people get to know me on a more personal level. I want people to feel like they know my thoughts and feelings and start to build a relationship. Start feeling like they are making a new friend.

Doing this is very challenging when you're trying to teach them as much about a filmmaking subject as you can in under 60 seconds. So this is my chance to do that.

That is why I am not getting an absolute ton of views on my videos right now.

Trust me, I have a ton of ideas for videos that will go well into the millions of views but now is not the right time since I want to build a more solid foundation before I jump back into that type of content again.

Seasons Of Content

The best way to think about it is you should have seasons with your content. A growth season is all about building up the audience and a nurture season, is all about building relationships with the following you built.

It's like your favourite TV show. They can't be pumping out episodes every week all year long into infinity, they need time to prepare the new content. This is very similar, however, instead of not posting, you are creating content that is relationship-building before you get back into the arena of getting as many views as possible.

But Why Are You Doing This?

Doing this is what the Gen Z's out there call a Big Brain Move. The main reason is in the long run when you want to offer something to your audience such as a product, a course, or mentorship. Basically, anything on the 3rd level of monetization that we talked about previously in this course. You need to build a good level of loyalty with your audience so they are willing to give you their hard-earned money for a product you have created.

And the only way they will do this is if they know, like, and trust me. And the only way they will know like and trust me is if they connect with me on a more personal level than just listening to my quick filmmaking tips.

For myself, the plan is to do this Nurture/ Hub content for a bit as I have plans to create a high-price service for them in the next few months. We're talking in the range of \$500+. In the time leading up to the launch though, I will be nurturing them the entire time so when I eventually make the ask, they are more than happy to give me their money.

Because think about it. If the audience doesn't really care about who I am as a person and I try to sell them something that is over \$500 dollars I will have a really tough time trying to get them to buy it. So since 200,000+ followers is more than enough to have a lot of potential customers for this new product I am sacrificing high-growth content to build strong relationships with my existing audience that I can monetize at a far larger scale. And that right there is the Big Brain Move.

So that ladies and gentlemen is why the videos I'm posting are not getting an absolutely ton of views. But if you notice the view-to-comment ratio is crazy good which shows this

is resonating with people and they want to say something. Also, the comments are really positive which is also a great sign.

How To Apply This Yourself

I'm going to be honest with you, everything I told you about here is a more advanced topic when it comes to social media. I don't recommend you start doing this right now because I truly believe for the first 6 months of your content journey you should be trying to grow as much as possible. The reason I told you about this is because it gives you an idea of where you should head into the future as you do this longer.

If you are taking this course you are not really in the position to start doing Hub content as you are still very much in the startup stage of your accounts. That's why you bought this course. So for right now, don't worry about this at all, just focus on making the best videos you can.