

How to Up Your Creator Game - Brought to you by #Paid

Our friends at [#paid](#) have put together an amazing resource guide, designed specifically to help Wattpad writers enhance their creator and social influencer game! Let's dive in!

Initial thoughts to keep in mind:

- Consistent social media accounts
- Start by having consistent handles/usernames across all of your channels. You should claim them on each platform as soon as you decide to start.
- Decide what your goals are
- It's important to define what your goals are from the beginning. Do you want to motivate people? Do you want to inspire people? Do you plan on eventually making it a full-time career? Having goals in mind will keep you gunning towards something.

Related to growth and content

- Content is king! Create consistent themes and aesthetics in your content and post regularly
- Don't be obsessed with the numbers. Narrow in on quality, consistency and engagement
- Growth can be slow but hang in there! Here are [some tips to grow organically](#)
- **Don't** buy fake followers—and here are [the negative effects of doing so](#)
- Post valuable things—another way to grow relatively quickly is by providing some sort of value to your followers. Whether it be through education, inspiration, or entertainment, you need to provide some sort of unique value for people to want to follow your account

Networking

- Networking in person is important in any field and the same can be said about social media. It's great to take the online relationship offline from time to time
- Network as much as possible by going to industry-related events, panel discussions and workshops. [#paid](#) and other brands and PR agencies host several events that we can recommend to you through the Stars Newsletter and portal
- Create a community and find your support group, which you can do this by [collaborating with other creators](#)

Show me the money

- Don't expect to make money right away—realistically you might be spending months and sometimes even years creating content without making a dime
- Once you've started to gain a following or if you'd like to see what you could potentially earn: use [our free tool](#)!

Extra tips

- Seek out educational blog posts [like these](#) written by talented creators
- Above all, be patient and remember that success doesn't come overnight
- Be just as nice online as you are offline—it can go a long way!