



SEASON 2 / EPISODE 06

HOW TO CAPTURE CONTENT THAT CAPTURES ATTENTION

In this episode of the Wander Creative Podcast, we kick off Episode Six with your host, Dan, joined by Abbey and Asa, two talented content creators. Both bring a unique set of skills to the table, with Abbey specializing in photography and design and Asa excelling in videography. As they dive into the episode, they reflect on their journey as content creators, spanning from their early days experimenting with cameras in high school to their professional careers in the creative field. Abbey shares her experiences working in marketing design and collaborating on photo shoots, while Asa talks about his journey starting in the sports realm and learning videography and editing on the fly. Their paths to becoming content creators demonstrate that passion and dedication can lead to exciting creative careers.

The discussion then shifts to the evolving landscape of content creation and the challenge of capturing the audience's attention in a world with ever-shortening attention spans. Asa emphasizes the importance of thinking about content's appeal, pacing, and ability to grab attention from the very beginning, especially in a scrolling-centric social media world. He highlights the significance of motion, quick pacing, and engaging music tracks in his video work to captivate viewers in the first few seconds. Abbey emphasizes the need for creativity, aesthetics, and quality in design work to stand out in a visually competitive space. The conversation underscores the dynamic nature of content creation and the constant need to adapt to changing trends and audience preferences while staying true to one's creative roots.

TAKEAWAYS

- 01 Start Where You Are:** Both Abbey and Asa started their content creation journeys with simple equipment and gradually improved as they gained experience. You don't need the top-of-the-line gear to begin creating content.
- 02 Evolve and Experiment:** Don't get stuck in a creative rut. Challenge yourself to try new angles, techniques, and equipment to keep your passion for content creation alive.
- 03 Software Recommendations:** Adobe products like Photoshop and Lightroom are popular choices for photo editing, while Adobe Premiere and Final Cut are excellent options for video editing. However, use what you're comfortable with and what helps you get the job done effectively.
- 04 Capture Moments, Not Just Events:** The most memorable and cherished content often stems from candid moments rather than planned events. Look for opportunities to capture authentic, spontaneous interactions.
- 05 Authenticity Matters:** Authenticity in your content will resonate more with your audience. Focus on creating content that reflects your true passions and interests.
- 06 Enjoy the Journey:** Content creation should be an enjoyable and fulfilling experience. Embrace the process, and remember why you fell in love with it in the first place.