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EBOOK

Make Money as a Content Creator

Grow on YouTube, TikTok and Instagram from Nigeria — and turn your audience into real income

nglancer.com

For aspiring creators, influencers & small brands

Make Money as a Content Creator
Grow on YouTube, TikTok and Instagram from Nigeria — and turn your audience into real income

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The information here is general guidance for small businesses and is not legal, tax or financial advice. Rules, fees and prices change; check current requirements with the relevant agency or a qualified professional before acting. Names and businesses in the examples are made up for illustration.

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Before you start

Nigerian creators are some of the most influential in the world — in comedy, music, fashion, beauty, tech, food, education, faith and business. Brands now spend serious money on creators who can reach and influence real customers.

But most creators don't earn much, and many quit within months. The difference between creators who earn and those who don't is rarely talent alone. It's:

- a **clear niche** and audience;
- **consistent** content with strong hooks;
- multiple **income streams** instead of waiting for platform payouts;
- treating it like a **business**.

> ⚠️ **WATCH OUT**
> Platform rules, payout programmes and eligible countries change often. Facts in this book were checked in late 2026 — always confirm the current requirements in each platform's official help centre.

CHAPTER 1

Choose your niche and audience

A niche is the intersection of **what you know or love**, **what people want**, and **what can make money**.

Niche examples	Ways it can earn
Food and recipes	Brand deals (food brands, kitchenware), recipe ebooks, classes
Beauty and hair	Brand deals, affiliate links, tutorials, your own products
Tech and phones	Reviews, affiliate links, YouTube ads, gadget brand deals

Niche examples	Ways it can earn
Personal finance and business	Courses, consulting, brand deals with fintechs (only regulated ones)
Comedy and skits	Brand integrations, event bookings, YouTube
Education (WAEC/JAMB, skills, languages)	Paid classes, ebooks, YouTube ads
Fashion and style	Brand deals, affiliate, styling services
Faith and motivation	Books, speaking, YouTube
Travel and lifestyle in Nigeria	Hotel/tourism partnerships, brand deals

✍️ **YOUR TASK**

Write: *"I help/entertain [who] with [what], so they can [result]."* Example: *"I help busy Lagos workers cook cheap, healthy Nigerian meals in 30 minutes."*

CHAPTER 2

Content that people watch and share

The hook is everything

On short video, most viewers decide in the first **1–3 seconds**. Start with:

- a bold statement: *"Stop washing your rice like this."*
- a result first: show the finished cake, then how.
- a question: *"Why is your jollof always burning at the bottom?"*
- curiosity: *"I spent ₦10,000 to feed a family of four for a week — here's how."*

Content pillars

Plan 3–5 recurring types of content:

1. **Teach** — tips, how-tos, mistakes to avoid
2. **Show** — behind the scenes, day in the life, process videos

End of the free sample

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