

**YOU SHOULD HAVE HIRED
YESTERDAY**





HOW TO BUILD A TEAM

BUT BEFORE...



SUSTENTÓFILA

600K FOLLOWERS





**JOINED NAS
COMPANY**

LORENA PEREZ

Head of Social Media
Management



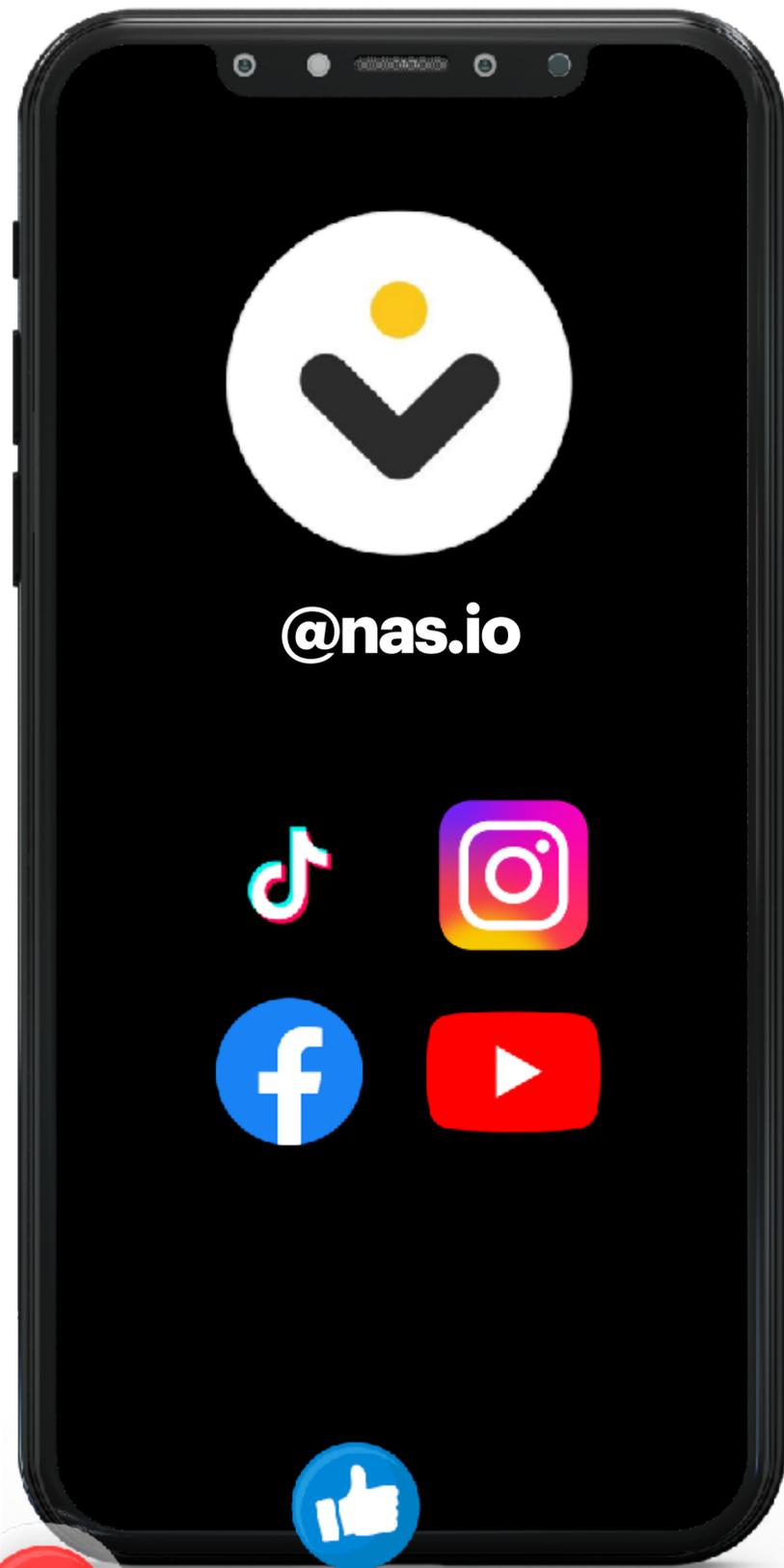
**WITH MY TEAM
WE GREW...**





+500K FOLLOWERS





+80K FOLLOWERS





+50K FOLLOWERS



**AND MORE
COMING SOON...**



I LEARNT MANY THINGS...

BUT MOST IMPORTANTLY

HOW TO BUILD THE DREAM TEAM



SCRIPTING

POSTING

IF YOU ARE:

EDITING

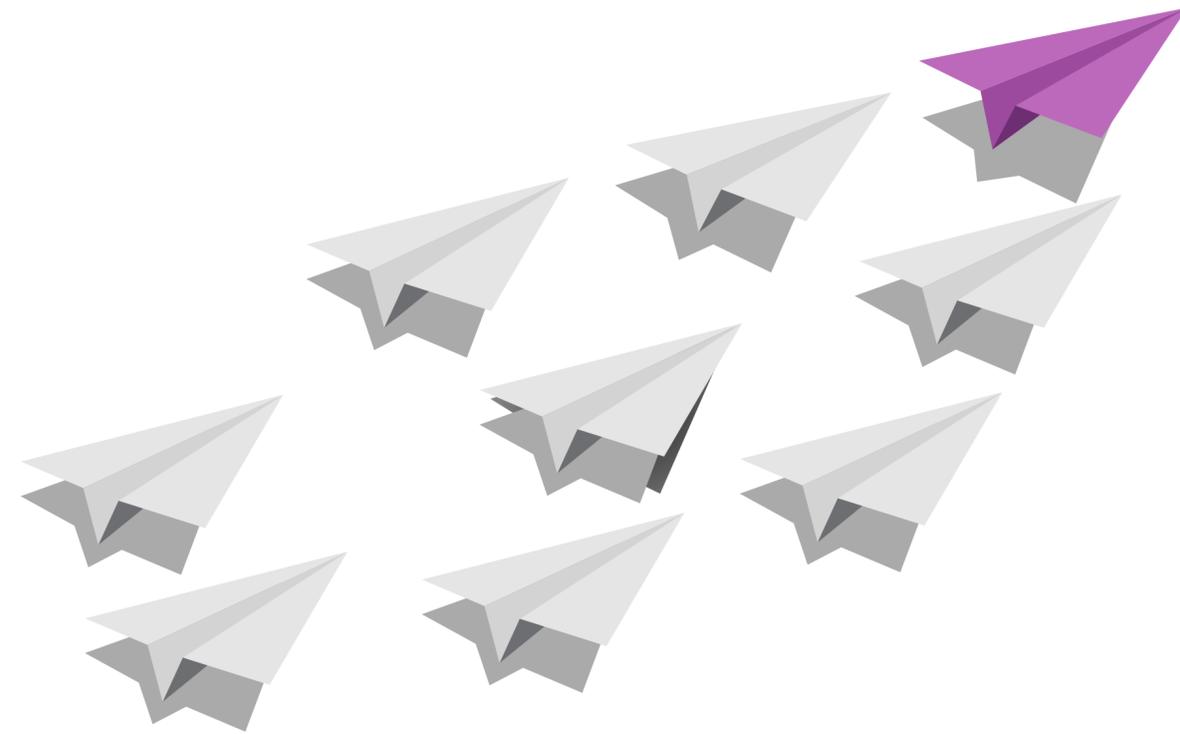
SHOOTING

HOSTING

**YOU HAVE
A LIMIT**



WHY DO YOU NEED A TEAM?



FOCUS ON GROWTH





CHALLENGES I FACED

(THAT OTHER CREATORS MIGHT ALSO FACE)

1. DON'T KNOW HOW TO HIRE



2. DON'T KNOW HOW TO TRAIN



3. DON'T DELEGATE





YOU NEED TO SCALE CREATIVITY





AND THAT'S THE HARDEST THING



SO...



**WHO'S IN THE
TEAM?**

SCRIPTWRITER



VIDEOMAKER



PRODUCER





HIRING

**WHERE
DO YOU
FIND THEM?**



YOUR FOLLOWERS





ASK OTHER CREATORS

A computer monitor with a silver bezel and a black stand. The screen is filled with a solid green color. In the center of the screen, the word "fiverr." is written in a white, lowercase, sans-serif font. The dot of the period is a solid black circle. The monitor is positioned on a light gray, textured surface that looks like concrete or stone.

fiverr.



NASSUMMIT.

THE CREATORS CONFERENCE





REPLICATE YOU



BE SMART STORYTELLERS

**GIVE THEM
AN
ASSIGNMENT**





GIVE FEEDBACK



**THE BEST ASSIGNMENTS
GET AN INTERVIEW**



TRAINING

**COME UP WITH A SCALABLE
TRAINING**





1. CLASS



2. REQUEST A VIDEO FROM ZERO



3. ASK TO REPLICATE A VIDEO



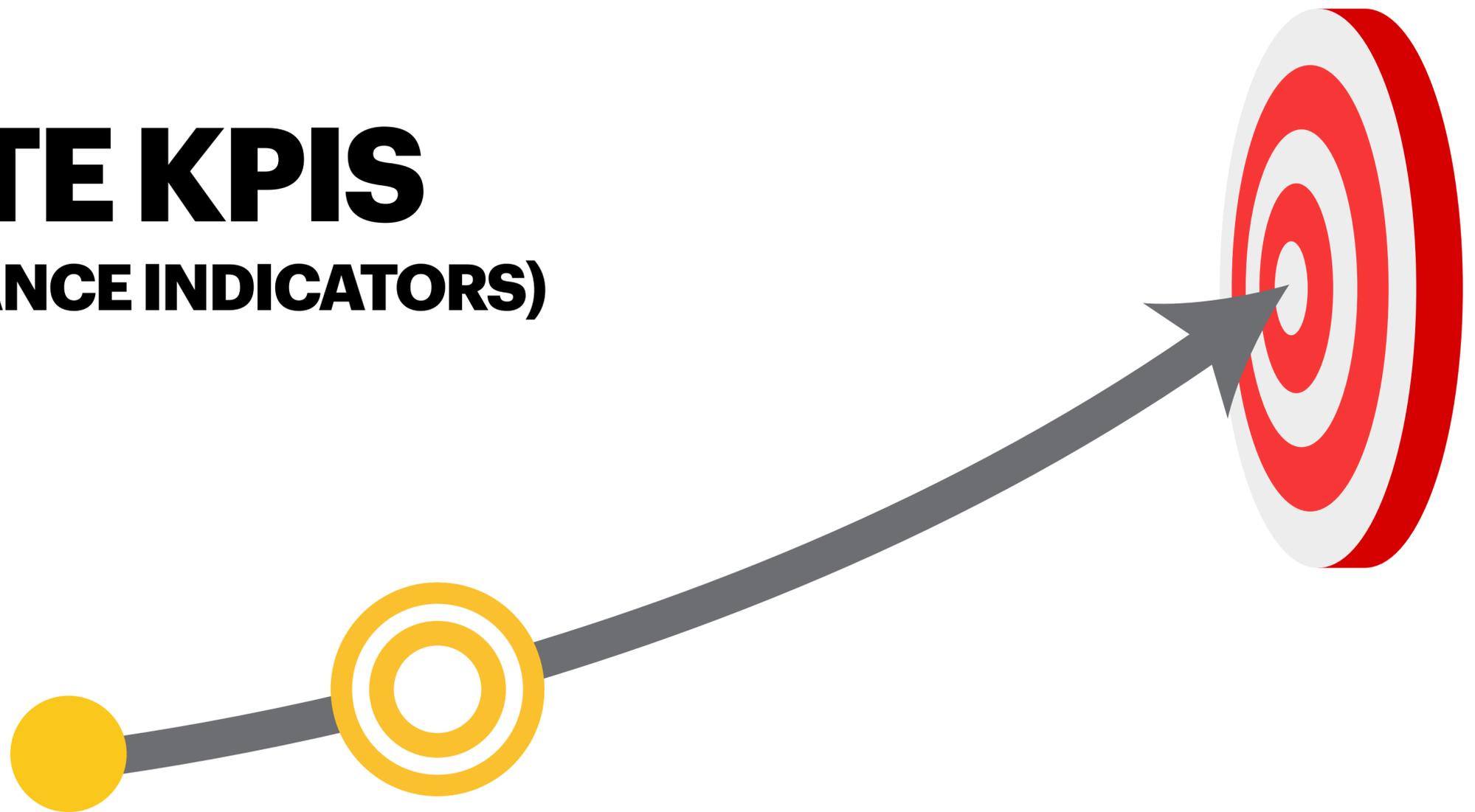
MEASURING SUCCESS

A top-down view of a conference room. In the center is a large, dark brown wooden conference table with a subtle grain. Surrounding the table are 18 black office chairs with armrests, arranged in three rows of six. The chairs are positioned around the perimeter of the table. The entire scene is set against a plain white background.

AS ANY CORPORATE WOULD...

CREATE KPIS

(KEY PERFORMANCE INDICATORS)



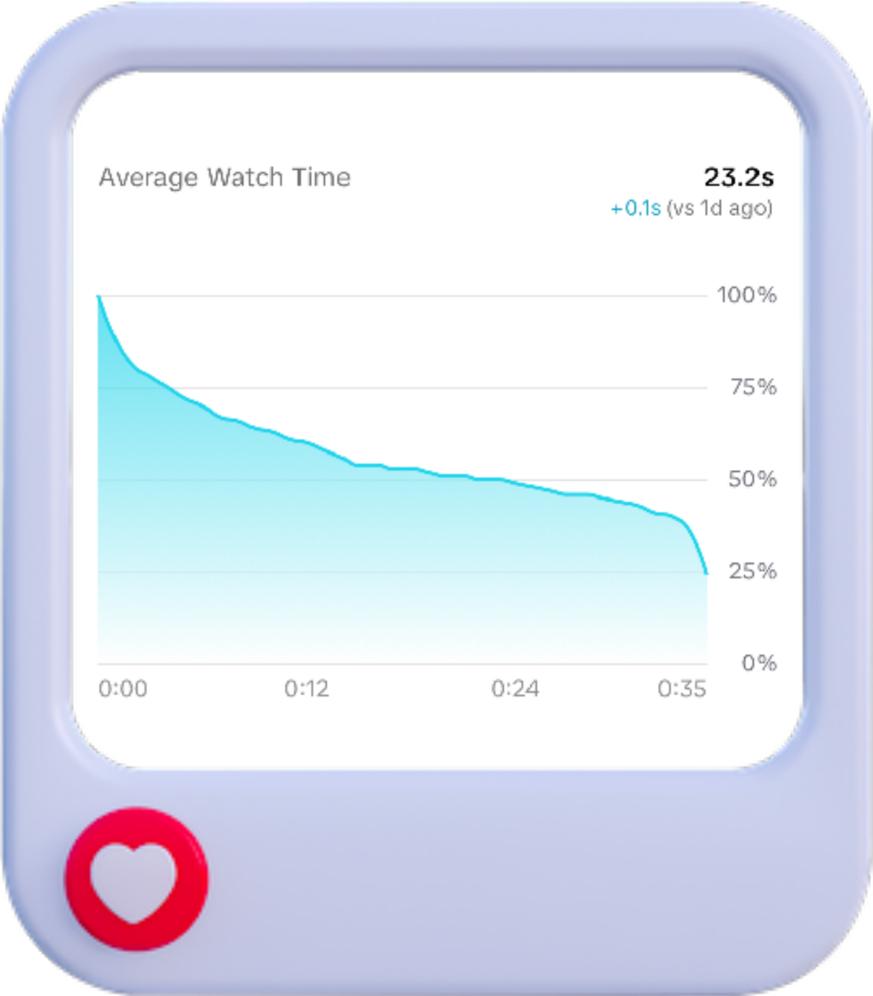
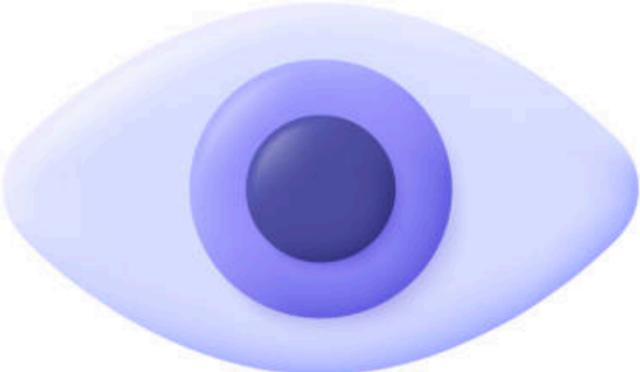
THEY NEED TO BE



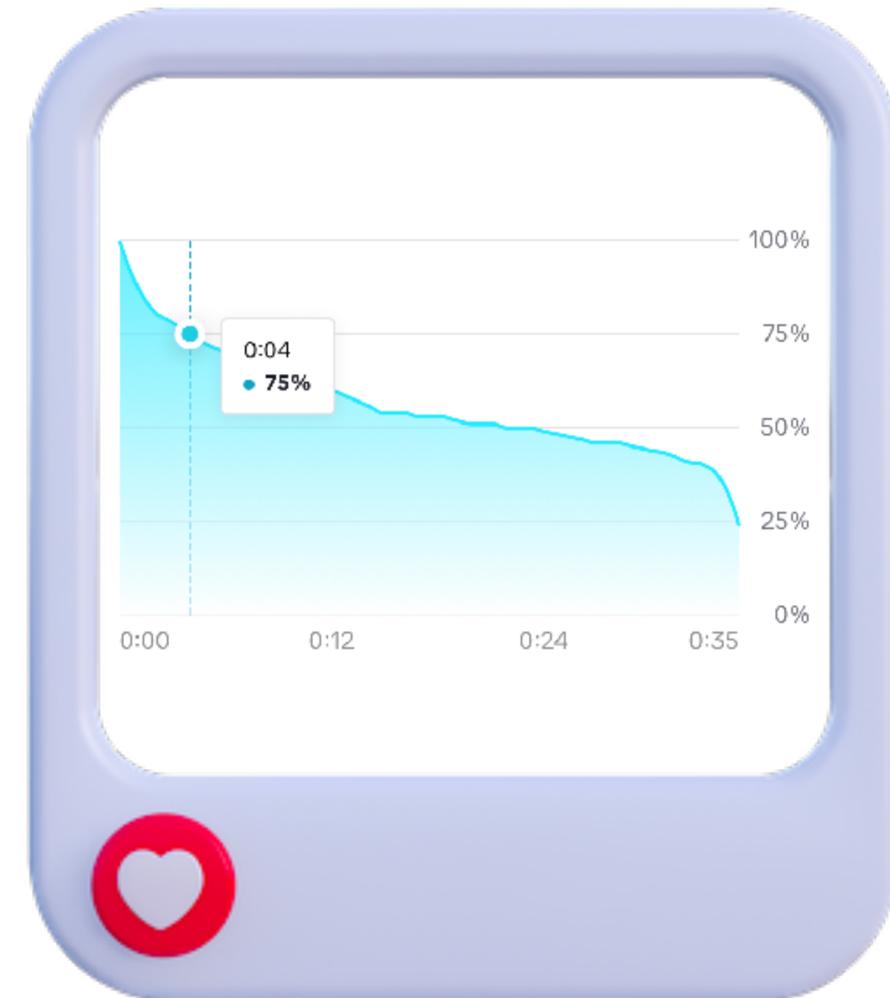
A large target with concentric rings is positioned on the right side of the image. Several arrows are embedded in the center bullseye. One arrow with a red fletching is in the foreground, pointing towards the target. The background is a bright, hazy sunset or sunrise sky with a blue gradient at the top.

**THEY NEED
TO BE SPECIFIC**

SCRIPTWRITER



VIDEOMAKER

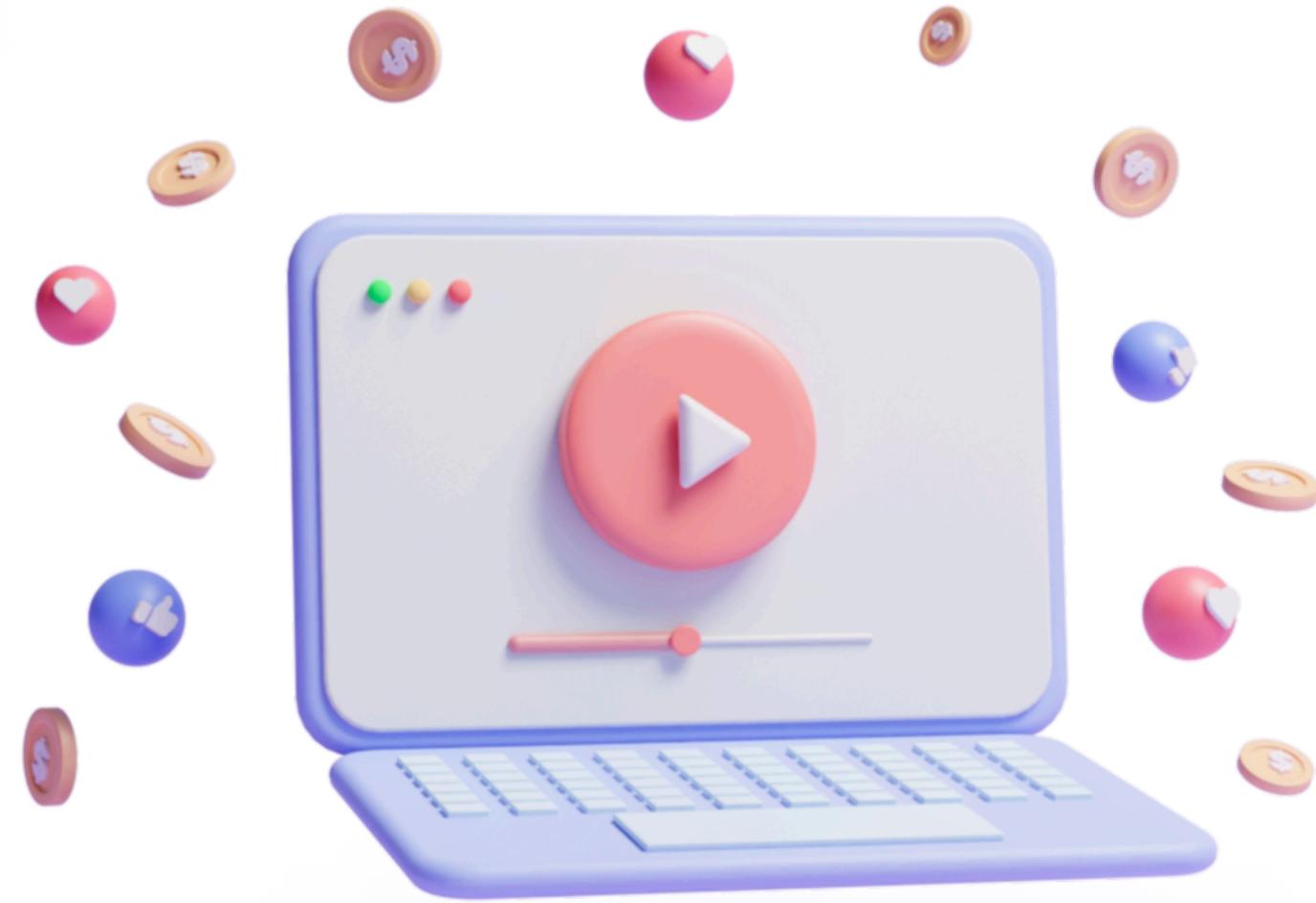


PRODUCER



AND TRACK THEM

| SEPTEMBER (2M views, +3.2% new followers) | | | | | | | | | | | |
|---|----------|---------------|---|--------------------|-----------------------|---|----------|---------------|--|----------------|-----------------|
| Week 1 (1-10 Sep) (500k views, +1.3k followers) | | | Week 2 (11-17 Sep) (500k views, +800 followers) | | | Week 3 (18-24 Sep) (500k views, +800 followers) | | | Week 4 (25 Sep- 30 Sep) (500k views, +800 followers) | | |
| yes | yes | | yes | yes | yes | yes | | | yes | | |
| yes | yes | | yes | yes | yes | yes | | | yes | | |
| | AR | Total | EN | AR | Total | EN | AR | Total | EN | AR | Total |
| 423 | 565 (+6) | 43,166 (+423) | 43,005 (+404) | 567 (+2) | 43,572 (+406) | 43,419 (+560) | 569 (+2) | 43,988 (+571) | 47,327 (+3,908) | 1,819 (+1,250) | 49,146 (+5,158) |
| 00 | AR | Total | EN | AR | Total | EN | AR | Total | EN | AR | Total |
| | 12,489 | 326,089 | 258,857 | 6,824 | 265,681 | 308,167 | 4,175 | 312,342 | 6,704,386 | 1,122,100 | 6,826,486 |
| | 5pm | petting | worms in brain | Healers Vs Doctors | Country with no water | Puddles | Snow | Day off | Elephantiasis | Toothbrush | Makes Blood |
| | 10% | 15% | 56% | 56% | 56% | 52% | 34% | 53% | 51% | 65% | 47% |
| | | | 1 | 0 | 0 | 1 | 0 | 5 | 0 | 0 | 0 |
| | AR | Total | EN | AR | Total | EN | AR | Total | EN | AR | Total |
| 00 | 12,489 | 326,089 | 258,857 | 6,824 | 265,681 | 308,167 | 4,175 | 312,342 | 6,704,386 | 1,122,100 | 6,826,486 |
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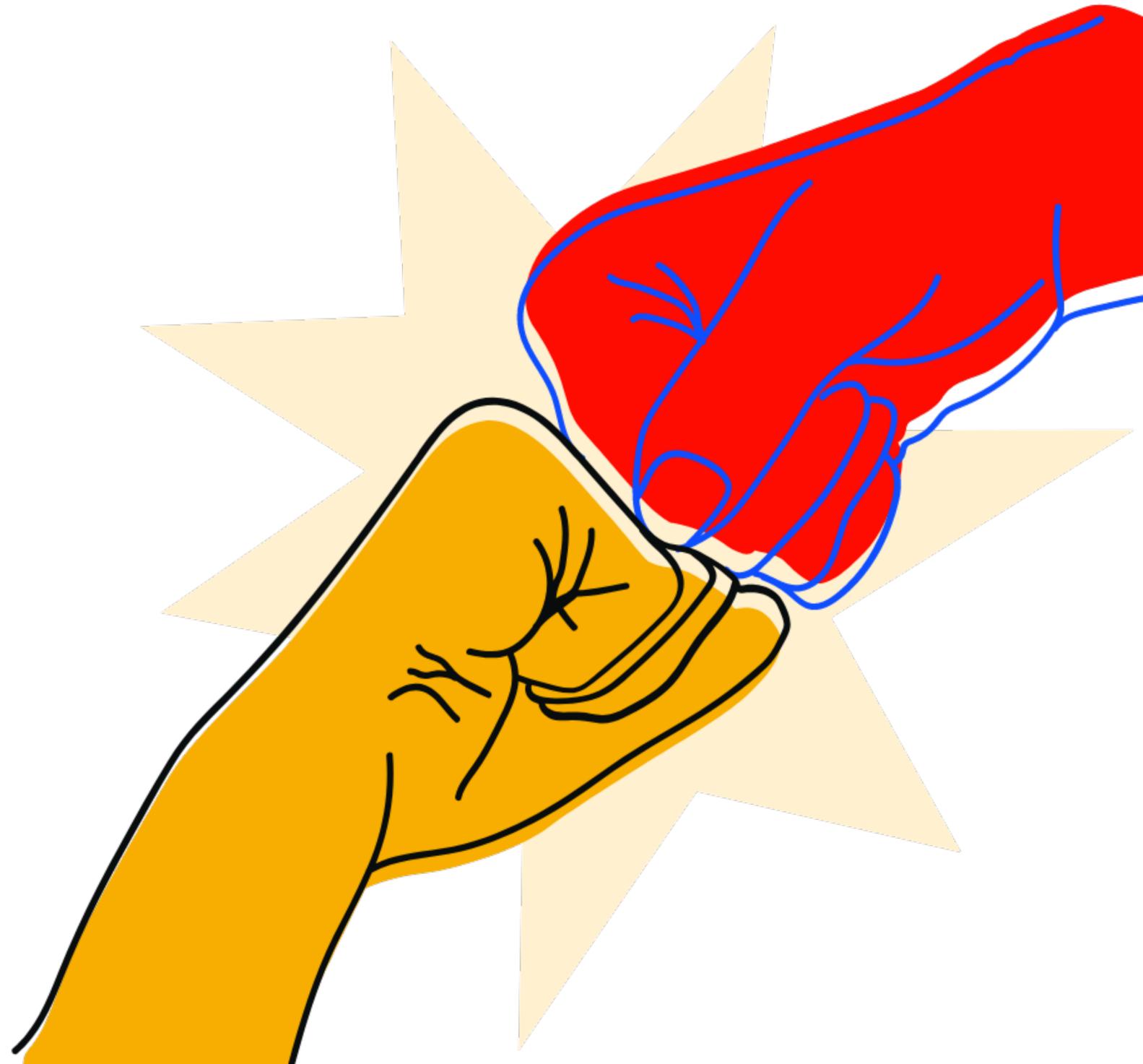


CREATE OWNERSHIP

CLEAR PURPOSE



CAMARADERIE





**KEEPING THE
TEAM STRONG**



DON'T DROWN IN OPPORTUNITY

STAY ORGANISED



VIDEO TRACKER

| VIDEO | Type | SCRIPT LINK | GLIDE SCRIPT REVISION | POST | Video STATUS |
|--|--------------|--|-----------------------|--------|---|
| Mosquitos are more dangerous than sharks | Explainer | Mosquitos are more dangerous than sharks | APPROVED | 6-Oct | Applying comments |
| Be careful of your vacations | Explainer | Be careful on your vacation | APPROVED | 9-Oct | Applying comments |
| Why lake swimming can be a bad idea | Explainer | Why lake swimming can be a bad idea | APPROVED | 11-Oct | Editing |
| HE IS WALKING 21,000 KM. TO SAVE LIVES | People Story | HE IS WALKING 21,000 KM. TO SAVE LIVES | APPROVED | 12-Oct | Needs Filming (Location) |
| The Chosen House (house) *Angola | People Story | The Chosen House | APPROVED | 16-Oct | production planning Needs Filming (Location) |
| Why Americans Love Their Space | Explainer | Why Americans Love Their Space | APPROVED | 18-Oct | production planning |

DAILY TASKS

| DATE | OCTOBER | | | | |
|-------|--|--|---|---|---|
| | MON 2 | TUES 3 | WED 4 | THURS 5 | FRI 6 |
| Ellie | <ul style="list-style-type: none"> -Ideation for Nasdaily videos -Revise lake swimming, be careful on vacation, mosquitoes are more dangerous than sharks -Script: This virus can "sleep" inside you for 45 years | <ul style="list-style-type: none"> -Ideation for Nasdaily videos -Revise: He fixed water | <ul style="list-style-type: none"> -Revise Ideations -Revise: The Chosen House -Revise: The virus can sleep inside you -Script How we eradicated smallpox (smallpox) | <ul style="list-style-type: none"> -Script: my fav mosquitoes - script shrimp - script antivenom | <ul style="list-style-type: none"> - script paris - script sand |
| Ahmed | <ul style="list-style-type: none"> Edit Arabic Video: -This shot is backwards! | <ul style="list-style-type: none"> shoot with lorena 2 videos: -Mosquitos Vs sharks -swimming can be a bad idea | <ul style="list-style-type: none"> -Shoot with Shiekha at 12:30 Arabic video (Chagas Mexico + The Worst Surprise Ever) -Photo for Thumbnail with SHEIKHA (Chagas Mexico + The Worst Surprise Ever) -Edit Umra-Omar | <ul style="list-style-type: none"> -Edit The Worst Surprise Ever - Post Arabic video This shot is backward at 8:00 pm | <ul style="list-style-type: none"> - Edit Chagas Mexico - Post Arabic Video World's Cleanest Country at 8:00 pm |
| Fred | <ul style="list-style-type: none"> Trend, How We Do Real Life Tetris, She's So Brave) -shot list (Mosquitos Vs sharks + swimming | <ul style="list-style-type: none"> shoot with lorena 2 videos: -Mosquitos Vs sharks | <ul style="list-style-type: none"> - Edit Mosquitos Vs sharks - shot list for chosen houses (| <ul style="list-style-type: none"> - Edit Mosquitos Vs sharks | <ul style="list-style-type: none"> - DPW animation video |

TEAM MEETINGS + 1:1'S





FEEDBACK



IMMEDIATE



IMPERSONAL



IN DETAIL

K GO HIRE BYE

