

20 Easy Apps

— *for* — Beginning Content Creators

Guide

A Beginner-Friendly
Content Creation Worksheet



Simple tools.
Strong content.
Your ideas,
out in the world.

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SUPERFLYERS
DIGITAL MARKETING



Canva



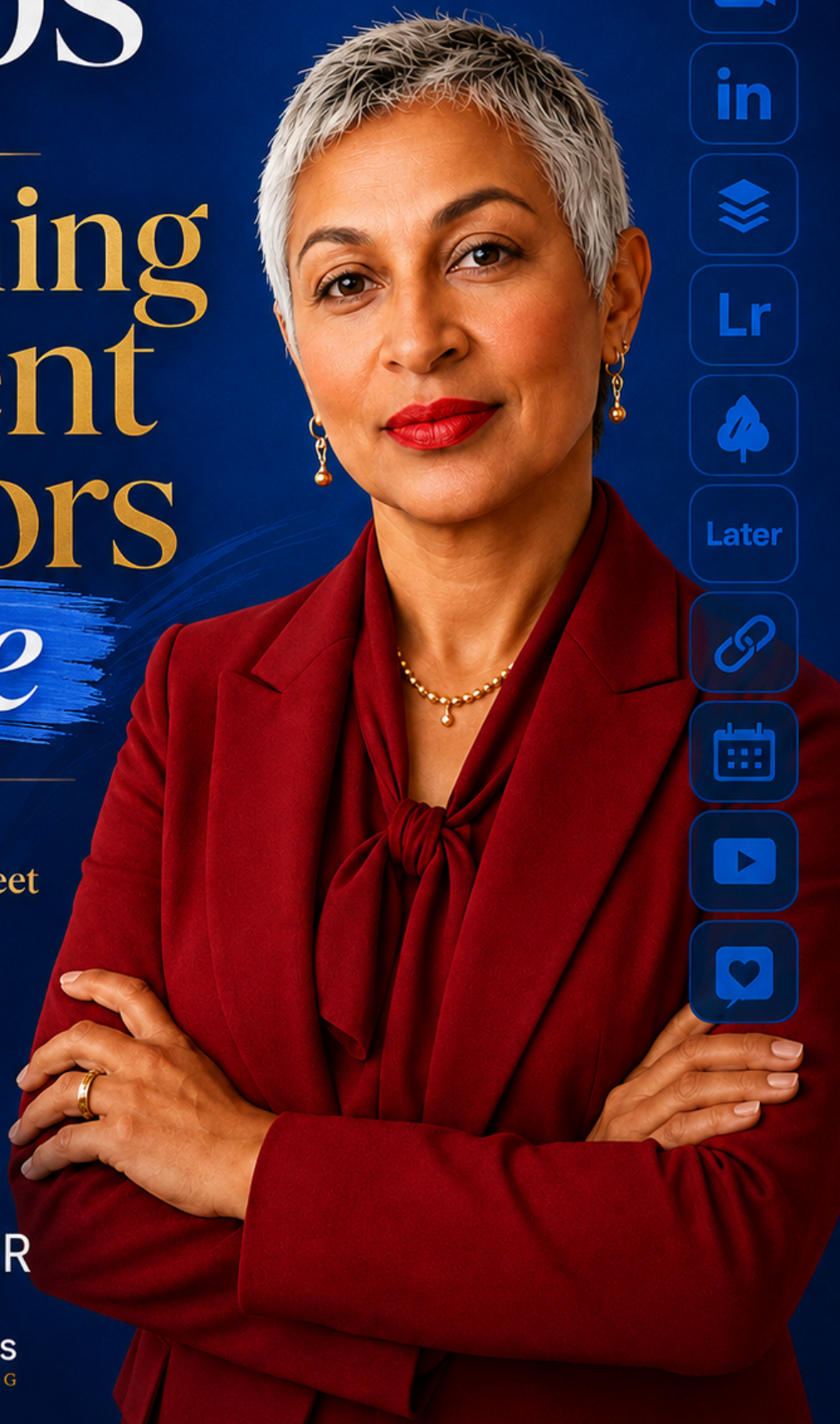
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Lr



Later



START HERE

A Beginner-Friendly Content Creation Worksheet

CREATE BEFORE YOU COMPLICATE.

You do not need to master 20 apps to become a content creator. Start with one or two. Learn what they do. Make something. Post it. Then add another tool when you actually need it.

THE GOAL

The goal is not to become a technology expert. The goal is to get your ideas out of your head and into the world.

HOW TO USE THIS GUIDE

- 1 Check the apps you want to try.
- 2 Mark the tools you already use.
- 3 Choose five tools for your starter toolkit.
- 4 Pick one app to learn first and create something with it.

LEVEL 1 - START HERE

The easiest tools to begin using

1

ChatGPT

Best for: Ideas, captions, scripts, titles and brainstorming

Tell ChatGPT what you want to say and ask it to help organize or polish your thoughts. Great when you are staring at a blank screen wondering where to begin.

Try it: Ask ChatGPT to write five Facebook post ideas about something you...

☐ I want to try this

☐ I already use this

2

Canva

Best for: Social media graphics, flyers, posts, presentations and...

Choose a template, replace the words and pictures, and make it yours. You do not have to be a graphic designer to create something polished.

Try it: Search Canva for an Instagram Post template and customize one.

☐ I want to try this

☐ I already use this

3

Pexels

Best for: Free photos and videos

Need a beautiful image but don't have one of your own? Search by topic and find photos and video clips you can use in your content.

Try it: Search for three images connected to your business, hobby or message.

☐ I want to try this

☐ I already use this

4

Unsplash

Best for: High-quality photography

Another excellent source for beautiful images when your own camera roll simply isn't giving what it needs to give.

Try it: Search for an image that represents the feeling of your brand.

☐ I want to try this

☐ I already use this

5

Grammarly

Best for: Cleaning up writing

Grammarly helps catch spelling, grammar and clarity problems before your words meet the public.

Try it: Run one of your captions or emails through Grammarly before posting.

☐ I want to try this

☐ I already use this

LEVEL 2 - MAKE IT LOOK GOOD

Easy tools for graphics, photos and short videos

6

Adobe Express

Best for: Quick graphics, social posts and simple videos

Similar to Canva, Adobe Express offers templates and beginner-friendly design tools that make it easier to create without starting from a blank page.

Try it: Create a quote graphic using one of its templates.

☐ I want to try this

☐ I already use this

7

InShot

Best for: Simple phone video editing

Trim video, add music, text, transitions and adjust the size for social media - all from your phone.

Try it: Trim a 30-second video and add a title.

☐ I want to try this

☐ I already use this

8

CapCut

Best for: Reels, TikToks and short-form video

CapCut gives beginners templates, captions, transitions, music and effects without requiring professional editing experience.

Try it: Use a template to turn three short clips into one Reel.

☐ I want to try this

☐ I already use this

9

Picsart

Best for: Quick photo editing and creative effects

Edit photos, remove backgrounds, add text and create social graphics without opening complicated professional software.

Try it: Take one photo and create a social media graphic from it.

☐ I want to try this

☐ I already use this

10

Mojo

Best for: Animated Stories, Reels and social posts

Mojo gives you ready-made animated templates that make still photos and words feel more polished and alive.

Try it: Turn a quote into an animated Story.

☐ I want to try this

☐ I already use this

LEVEL 3 - GET ORGANIZED

Publishing and managing your content

11

Meta Business Suite

Best for: Managing Facebook and Instagram

Create, schedule and manage Facebook and Instagram content from one place instead of bouncing between apps.

Try it: Schedule one Facebook or Instagram post for tomorrow.

☐ I want to try this

☐ I already use this

12

Buffer

Best for: Simple social media scheduling

Buffer is one of the easier tools for planning posts ahead of time across several social platforms.

Try it: Schedule three posts for three different days.

☐ I want to try this

☐ I already use this

13

Linktree

Best for: Putting several links in one place

Instead of trying to squeeze your website, book, YouTube channel, event and everything else into one bio, Linktree gives followers one link leading to several destinations.

Try it: Create a page with your three most important links.

☐ I want to try this

☐ I already use this

14

Later

Best for: Visually planning and scheduling social media

Later lets you organize photos and videos, preview posts and schedule content ahead of time.

Try it: Plan one week of posts on the visual calendar.

☐ I want to try this

☐ I already use this

15

Google Keep

Best for: Capturing content ideas quickly

Keep a running list of captions, video ideas, quotes, reminders and random flashes of brilliance before they disappear.

Try it: Create a note titled CONTENT IDEAS and add 10 ideas.

☐ I want to try this

☐ I already use this

LEVEL 4 - READY FOR MORE?

Beginner-friendly tools with more power

16

Trello

Best for: Organizing your content workflow

Create simple columns such as Ideas > Creating > Ready to Post > Posted and move your content along as you complete it.

Try it: Create those four columns and add five content ideas.

☐ I want to try this

☐ I already use this

17

Descript

Best for: Editing video and audio by editing words

Descript turns your recording into text. Delete words from the transcript and the corresponding part of the recording can be removed too.

Try it: Upload a short talking video and experiment with its transcript.

☐ I want to try this

☐ I already use this

18

VEED

Best for: Browser-based video editing

Create and edit videos without learning traditional professional editing software. Add captions, text and other basic video elements online.

Try it: Upload a one-minute video and add captions.

☐ I want to try this

☐ I already use this

19

OpusClip

Best for: Turning long videos into short clips

Have a Zoom recording, interview, podcast or long video? OpusClip can help find shorter moments and turn them into social-media-sized clips.

Try it: Take one longer video and see how many short pieces of content you...

☐ I want to try this

☐ I already use this

20

Metricool

Best for: Scheduling, planning and understanding your numbers

Once you start posting consistently, Metricool can help you manage multiple platforms and see which content is actually performing.

Try it: Connect one social account and review recent content performance.

☐ I want to try this

☐ I already use this

MY BEGINNER CONTENT CREATOR TOOLKIT

Choose five tools that solve problems you actually have.

MY FIRST FIVE

1

2

3

4

5

YOUR NEXT MOVE

The app I will learn FIRST:

The first thing I will create:

Where I will post it:

MY POSTING GOAL

I will create and post pieces of content each week.

NIKKI'S BEGINNER STARTER PACK

ChatGPT - Help me think.

Canva - Help me design.

InShot or CapCut - Help me edit video.

Meta Business Suite - Help me schedule.

Google Keep - Help me capture ideas.