

The Creator Economy: Critical Thinking Exercises

**1: Monetization Strategies**

What monetization strategies are you familiar with? **Check the three** you are most familiar with.



- Ad revenue (e.g., YouTube ads)
- Sponsorships and brand deals
- Merchandise sales
- Memberships and subscriptions (e.g., Patreon)
- Affiliate marketing
- Selling digital products (e.g., eBooks, courses)

Explain why you chose these three:

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**2: Building and Engaging an Audience**

How important are the following factors in building and engaging an audience? **Rank the items below from 1-5**, with 1 being the most important and 5 the least important.

- Consistent content upload schedule
- Interacting with followers (comments, messages)
- Collaborating with other creators
- Analyzing and optimizing content performance
- Innovating and experimenting with new content formats



Explain why the top-ranked item is most important:

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**3: The Role of Authenticity**

**Sort** the following aspects **into two categories: Essential (E) or Enhancing (H)** for maintaining authenticity as a content creator.



- Being transparent about sponsored content
- Sharing personal stories and experiences
- Responding to audience feedback
- Maintaining a consistent voice and style
- Admitting mistakes and showing vulnerability
- Engaging in genuine collaborations

Explanation:

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