

## Content creation in an ever-expanding entertainment industry

By Walker Payne

BIRMINGHAM, Ala. -- Aspiring content creators may often ask themselves what exactly it takes to make a career in the entertainment industry. Birmingham native Bailey Stanfield says that, sometimes, all it starts with is a post.

Bailey Stanfield is a 27-year-old content creator based in Greenville, North Carolina, and has worked alongside the likes of Jimmy Donaldson, the most-subscribed YouTube personality, also known as MrBeast.

After he started making baptism videos for his church in 2007, Bailey spent nearly 11 years of his life making solo content and doing “semi-professional” freelance work before he received a call that would change his life forever.

In a situation that he calls “being in the right place at the right time,” a friend of Bailey’s reached out and invited him to film a video during a MrBeast shoot where Jimmy gave his 4-millionth subscriber 4 million cookies.

Impressed by his work, Jimmy noticed Bailey’s shooting and editing skills in the [video](#) that was posted shortly after [MrBeast’s 4-millionth subscriber special](#) and invited him to come work for the MrBeast company as an editor.

“The rest is all history. I’ve just been within that world since then,” Bailey said.

Since being hired, Bailey has spent countless hours working as an editor, writer, and content strategist for the MrBeast channel.

Separately, however, Bailey has also pursued his passion for content creation and editing through his own platforms; Bailey posts and streams across [YouTube](#) and [Twitch](#) under the username @baifield, and he also has ventured into making music under the artist name Chef Chino.

Through his hard work, determination and experience working alongside MrBeast, Bailey says that he was able to utilize that knowledge to make a career out of editing and content creation.

Nonetheless, while he has transitioned into a position that allows him to make more content for his own channels and brand, Bailey says that he is still very much involved in the MrBeast brand as he still does writing and contract work for the channel.

Bailey says that he learned a lot from working with the MrBeast team and having that knowledge has been beneficial as he has implemented it into his own style of content production.

When producing content, he says that he has found quite an interest in utilizing all social media platforms to expand his brand and to reach new audiences.

Specifically, he noted how different the strategies per platform can be in regard to conversion rates and intentions, and he says it all depends on the creator's goals, the audience, and how the platform can best be utilized to attend to an idea.

Another lesson he learned from working alongside Jimmy was the concept of scale.

Bailey said: "The first video I did was of his 4-millionth subscriber, but then I started actually working there at around 8 million... and now [the channel] is at like 230 million... Knowing that there's that kind of growth has been something that I always look at like 'Dang, there's an audience for everything, and there's people out there that's going to watch it.'"

He says that having the mentality of making things knowing somebody will watch it has helped him create content that not only does he enjoy producing but also that he is proud of when he sees the finished product.

He said, "It's like mowing the yard. You can see the whole process, and when you're done, you're like 'Sick, the yard's done.'"

However, as any career does, content creation does not come without its own disadvantages.

While he has never once doubted his decision to become a content creator, Bailey said there has been a learning curve of how to balance and separate his career from his personal life and hobbies.

“When your career is also your hobby, it’s hard to get that [relaxation]... You don’t really have that getaway anymore,” he said.

He says that while he doesn’t make his own content for a paycheck, at the end of the day, he still has to write and edit separately in order to make a living.

Another pitfall of content creation that Bailey says he’s run into in the past has been playing into what he calls a “comparison game,” which he describes as, primarily, the “only clear disadvantage.”

He clarified saying that the comparisons are not external and said, “If somebody’s watching my stuff, they’re not expecting it to be MrBeast content. So the comparison is more just... mental in a creator’s head.”

Once you are past that idea of comparing numbers and content, he says it’s easier to balance a good mentality when working in content creation and editing.

Beyond the internal struggles that come with content creation, Bailey said that he “thankfully” has not been met with much criticism or hate, but, more often than not, he ignores whatever negativity finds its way to his platform.

Bailey expressed that it’s important to acknowledge that you can give time to whatever negativity or criticisms you may receive, but you also have the ability to take whatever you want from the world of content creation and entertainment.

“The best content comes from what you want to do, so just do what you want and then take what you want also... Everything is so malleable,” he said.

He continued by saying that the key is knowing your audience, and as long as you know the audience you want to reach, the daunting nature of content creation falls apart.

As Bailey moves forward with his career, he said he would like to start making more music, and he wants to shift focus onto doing more community-driven content work.

Bailey's advice to new content creators is to just post and learn incrementally; he says that aspiring for perfection and being afraid to appear more "amateur" oftentimes trips up newer creators, but he believes the only way you learn what is perfect for your content is to post and learn if it could be better next time.

"There's really no wrong way to do anything," he said. "It's just, you gotta figure out what you wanna do, and then start posting and coming up with content... If you have a phone, you pretty much have every tool you could possibly need to start and grow from there."

Thus, becoming a successful content creator takes time, patience, and dedication; It's essential to be consistent with your content, to find a niche, and to stay true to your brand.