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TARAS
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- The fastest growing blogger in Ukraine and the CIS
- Founder of an online school for promotion and earnings through Reels and TikTok

Taras, today many people think that in order to make good money, you don't need to be a TOP manager of a large company, you just need to film yourself, edit a video and post it on YouTube, TikTok or write a useful post on Instagram. If you saw this at the beginning of your way, how would you react? And how can you comment now? What support points helped you become stronger at the start?

Now the sphere of social networks provides very great opportunities, because you can choose any direction and develop in it. For example, improving your expertise, creating content, making advertisements, selling your services, goods – this is now No. 1 where you can really make good money. Especially if you look at everything from the point of view that social networks themselves help, promote your account, and make it possible to gain good views.

As for me, I am at the beginning of the way and I understand that you can make good money on social networks. It was difficult, probably, to cultivate more love for myself as a person who works on social networks, as a blogger, a media personality. And the fact that there is good money, I understood from the very beginning, because I was the leader and I know this system: how this or that material component is built.

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SALES SERVICES WILL ALWAYS BE UP-TO-DATE

Experienced viewers understand that bloggers have soul of a marketer, because in fact these are the same facets of the same essence. Don't you think that you have a main trump card in your hand: after all, for a typical blogger, first hype, then strategy, and you immediately with a marketing approach and experience? What projects in the field of marketing gave you invaluable experience that shaped you the way you are?

You know, I'm a little, maybe strange, I don't have a thirst for huge money. I need to develop myself as a person, so I don't hype on social networks. It is important for me to be as sincere as possible, the way I really am, this is my strategy when I show my real qualities.

As far as marketing is concerned, this is probably secondary. What is an entrepreneurial activity important for? In order to work out properly and efficiently my financial basis, but in any case, I don't have an approach to earn money first – to develop myself initially, and then earn money.

As for my experience in marketing, I can work with convictions, convey information in a quality manner, I am a very sociable speaker in my life. And it seems that these qualities allow me to feel like a fish in water in any area, without tabular pride or selfishness. The concept of vocabulary and education plays a big role in different areas.

Taras, let's talk about the topic, it has a social orientation, such an everyday grotesque, with hints of humor and marketing. The unusual combination really became a breath of fresh content for the Ukrainian audience and not only. Initially, the nature of the content – is it a spontaneous



phenomenon or a well-thought-out marketing plan? Every time before shooting, an idea is born, how is an idea born: not only when writing a script, but also during shooting or editing? Please tell us about the team, what inspires and helps to create an innovative product.

As for my video ideas, there are a lot of them, about 90% – it's all spontaneous improvisation, and there is a game for this sincerity. Therefore, I never think over a special scenario, initially there is a certain idea, I develop it further, what I would like to say... That is, it is important for me to be real.

The content was not thought out like this initially, when my videos began to gain popularity. Regarding the topic of trade, I understand that there is really the largest audience here, everyone buys, trades, has a business, and it is important for everyone to sell. Sales services will always be relevant, and I realized that it is better to focus on this. Moreover, the niche is very close to me.

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I DO NOT HAVE MONEY LUST – I NEED TO DEVELOP MYSELF AS A PERSON

This is the main basis and base for a person to become successful in social networks: you need to do what you like. I personally really like to trade, sell, convince, win – I really enjoyed it and transferred it to my blog. Therefore, in this way, probably, I become an example for many, because sellers raise self-esteem for themselves in terms of the fact that a seller is not the worst profession.

Now at the media market of Ukraine such trends as patriotic-combat content (military) or humorous-folk content are dominated. In your opinion, will there be drastic changes in the next six months? And what sites will shoot

again? Perhaps you also want to master another social network that is gaining momentum, don't you?

I started with TikTok, and on my Instagram, I just made photo content for a limited circle of followers. Then, as a pioneer, I began to promote actively Reels on Instagram, and after posting the video, my audience grew by leaps and bounds. Now I have already entered YouTube, because it seems to me that there are also many prospects for the future. But I think that you also need to devote time to yourself, without wasting your time, it's better to do one thing, but qualitatively. As for directions, in principle, each person, a media personality independently decides how to develop. It is clear that current



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**APPROXIMATELY 90% OF MY VIDEO IDEAS
ARE ALL SPONTANEOUS IMPROVISATION**



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**THE CONCEPT OF VOCABULARY AND
EDUCATION PLAYS A BIG ROLE IN
VARIOUS FIELDS**

topics always come in well, what is heard, you need to be in the flow of events, but there are many nuances. For example, if a person is zero in a certain area, then I see no reason for him to go here and talk about it as if you are a specialist, because there are already a lot of such pseudo-experts in different industries. I am actually educated in various fields, but I understand what is more acceptable for me, what I like, for example, the topic of trade, motivation, a certain approach to life, that's what I show. So I recommend people to show themselves real and choose an area where there is little competition, so that you are unique in it. For the future, I think that the topics of natural disasters will be relevant on a global scale, because this is only the beginning. I hope that hostilities in our Ukraine will end soon, but you know that after the war it gets even worse, because the process of reconstruction begins. I think everyone studied history. You can take it as a template and attach: World War I, World War II... how everything happened and what the consequences were.

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**FOR THE FUTURE, THE TOPICS OF
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You have repeatedly said that you plan to create your own brand in the future. Has it remained at the level of a dream, or are you already realizing it? What area is this product from, and what value does it bring to you personally?

As for a personal brand, now I am developing it in myself as a person, that is, I have a vector for developing a personal brand and creating unique content that is unlike any other. Thus, I create for myself the so-called personality capsule, which is recognized by the manner of presentation. That's important! Because I am a master of the conversational genre, and in principle, I am very good at it. As for the line of clothes, shoes or some other personal branded products, there is such an idea, and these are not just dreams, I think about how to implement it. I need a quality team. I don't like to create, just to create. It should be of high quality in terms of, for example, the material. It should be aesthetically done, for fun. And not just for making money. It is important for me to do something not for show; I always work for the result. When an advertiser comes to me, I do not put a high price tag, just to make money. It is important for me that the customer is satisfied and I am satisfied, only in this case respect is built for years, and one-time integration.

We would like to make our interview as invigorating and cheerful as your videos, so we cannot help but ask where do you find the strength to generate ideas and direct energy systematically into work? Thanks to what means and tools did you manage to adapt yourself to the new realities?

As for me, I'm just a person in life with some kind of positive attitude to any situation, I'm used to solving problems, and not leaving them, and in principle I succeed, because I'm not a conflict person, I see no reason to blame anyone I prefer to adapt myself to different conditions. But behind the scenes, of course, sometimes I have slight depressions, some dissatisfaction with life, some kind of a bad mood. However, I try to broadcast positive to people, because they already have so many troubles, why they need my extra problems. As for, for example, me on the blog, that's how I am in life, that is, I don't play. Adapting to new realities is very easy, and my personal recommendation to many: it is important to keep yourself busy. Because when you sit all in your thoughts, you will have nothing but to solve this problem in your head, and in actions you cannot do anything. So you need to do something, go to work, devote time to yourself, visit a beauty salon, eat something, cook food with your loved one, take a walk, watch a movie...