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Content Specialist = Prev Reddy

#Intro to — A Comedian

Data Friendly Version



With Prev Reddy

INTRO TO

A Comedian

Lesson One

Who is this?

Meet the talent

Preven Reddy is not only a Comedian but also an actor, writer, and content creator. Most famous so far for the character creation of "Aunty Shamilla" – Prev has captured the South African audience through the relatable and extremely comical character. A must see for those who have not - [Prev Reddy YouTube](#).

Currently I am a full time Content creator and actor and I have been creating skits and comedy content for the past 2 years, being able to monetise what I do in every avenue. Thanks to my content, i have been blessed enough to travel the world, won an international award, and cast in my first big screen feature film.

Finding my market

My specific target audience would be Indian and local kids who have grown up in an environment being told that a career in entertainment is not viable. However, my journey has shown what can be achieved through hard work and dedication to your craft.

I best associate my career with that of Mindy Kaling and Lily Singh, both are Indian females who started off their careers as writers like myself. I studied a degree in writing and progressed to in front of the camera thereafter. This is where I would like to be in the next 5 years, running my own productions and telling my own stories.

Finding your voice

As cliché as it is, I've learnt over the years that authenticity is what keeps you relevant and engaging. Don't try to emulate another creator or performer, they already exist! There is only ONE you and there is always an audience to match what you offer. As I grow and evolve I share this with my audience, being together from the beginning we share the experiences together.



Lesson Two

Pros and Cons of field

Benefits

Definitely the flexible working hours!!! But seriously, I really enjoy the travelling and live performances. Performing is a passion, so any booking that allows you to do a performance with your character is a real success.

Another element of the job I enjoy is creating content. Plotting and writing skits, challenges me creatively which is what I love. Even more so when you can create brand partnerships.

Struggles

Firstly, you often will miss important family events because you might be booked up for the weekend. You can't cancel your gigs as it is your livelihood and is something you need to accept. Secondly, the issue of judging your worth based on the success of other creators.

This happens to almost all entertainers, but the reality is we are all on our own trajectory and at different stages of our career. So, when you are breaking into the industry, focus on your numbers and your work solely. Try out new things to find what works for you and what does not, but definitely don't compare yourself to others!



Public pressures

As my content is family friendly, my audience tends to be around the ages of 4 – 75 years. This places extreme pressure on myself due to the perception of who I should be. The way I present myself online or in public becomes very difficult, as you don't want to upset parents or disappoint fans. However, as a 25-year-old, it is a struggle as I want to be able to have fun with friends and share it online without criticism. I do see this as a task in my process and am still trying to find the right balance.

Lesson Three

Steps in the right direction

Testing the waters

The key to breaking into the internet is... There is no Key! But there is a formula that has proven to work for a lot of people.

- Make sure you are good at what you do (Comedy, Singing, Dancing etc.), as there are a lot of entertainers out there. So, make sure you practice your craft and are great at it, ensure you have the passion for it too as it is a long road to success.
- Post that first video! Do not waste time and procrastinate, get that first piece out there and share it with friends. With some positive feedback, keep posting away.
- Be consistent! After that first video, create a schedule to post content each week. This is key to building up a good following.

Bigger steps for growth

With content creation as a career, there isn't anything specific one can study under that umbrella. However, studying a business or marketing course would help with your career needs. I was able to study writing and film production and used these tools I've learnt everyday to run my business. Once you've hit a certain number of followers and get your first brand deal, this is the day you start operating as a business. The types of deals you then sign, along with the type of content you create, should all be dealt with as a business.

Final suggestions for wannabees?

Individuality and Consistency! Think about the creators you like, are there many out there that are similar? Unlikely, as the celebrities and creators we admire have no one out there that is the same as them. Let your personality shine and be consistent with your content, eventually you will find YOUR tribe!

