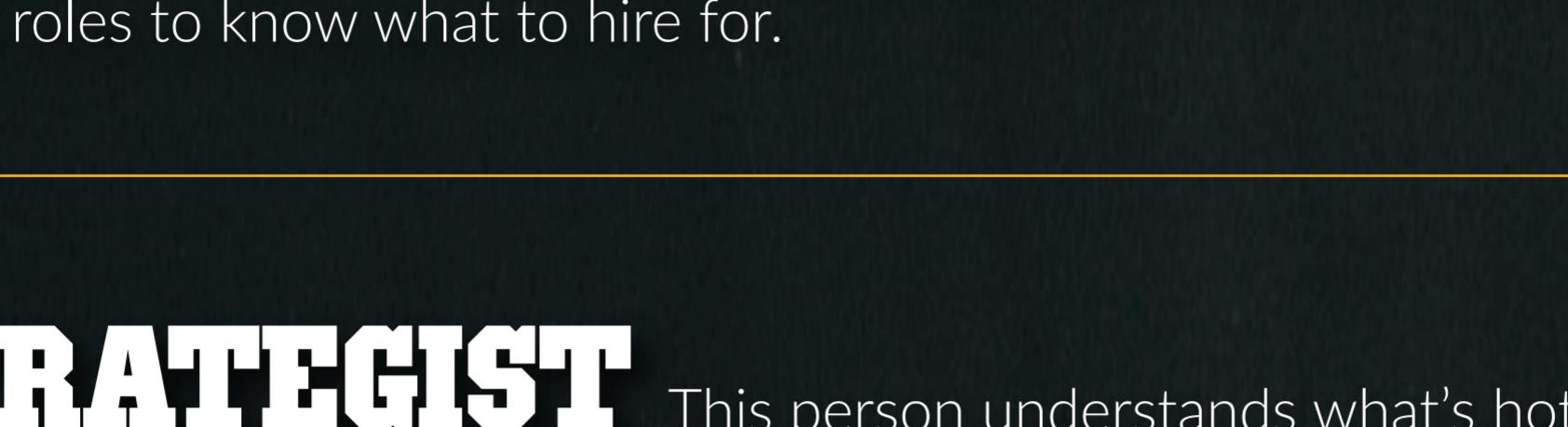


BUILDING A VIRAL CONTENT MACHINE

Ok so creating 40 videos a month is no picnic. If you're ready to do this you need to get organised. Fast. The roles you need to make good content, and the roles we have at Clash Creation are:



If you're planning to do the content entirely yourself, you need to embody each of these roles. If you're planning to hire, you need to deeply understand these roles to know what to hire for.

STRATEGIST

This person understands what's hot, what's viral, and they can translate it to your business. They take an iterative approach to short form. They understand the algorithms, and the metrics well enough on each platform to know when to stick, and when to pivot. This person will lead the direction of the content based on metrics & your personal goals. Finding someone who is obsessed with the space is a must.

Top tip: Use Metricool (NOAF), and in-app analytics to check performance regularly. Look for what boosts watch time & comments & double down on that. Always use prevalidated content when looking for new ideas.

Key skills: Creative, Analytical, Knowledgeable

WRITER

This person has a deep understanding of engagement, and is a master of storytelling. They understand effective, playful, and informative communication, and never, ever let someone get bored. Your writer is also your researcher, so make sure they know the industry, and are full of good ideas. The writer should translate the strategy to stories, so they need to understand *why* they are doing something, as well as how.

Top tip: A master doc per batch is essential. As you're watching good videos on social media, link them into your doc. When it comes to writing, sift through ideas, sort them into buckets and keep any extra ideas in the bottom for the next batch.

Key skills: Storytelling, Research, Creativity

PRODUCER

The producer will oversee everything delivery, bringing together all of the roles to ensure high quality videos go out like clockwork. Their main role is quality control, execution, and management. But if someone on the team is struggling, they need to jump in and help. A huge part of the producers role is videography. This is designing the studio, setting up the studio, operating the equipment, and directing the talent.

Top tip: When filming, make sure the talent talks to the camera like a friend. Film the weeks batches all at once, and make sure you do multiple takes. Plus put all the high energy vids up front (promise me).

Key skills: Organisation, Everyman, Technical and Creative

EDITOR

Your editor, a bit like your writer, has to be a master of storytelling and retention. But most importantly, they need good taste. Often edits can be so over the top they detract from the video, and make it hard to focus. They need restraint, and confidence. Use Premiere Pro for maximum flexibility or Capcut for quick fixes.

Top tip: Edit every video in the same project using presets, colour grade and text settings across the project.

Key skills: Technical, Eye for Story, Quick

PUT IT INTO ACTION:

Difficulty level: Easy ● Medium ● Hard ●

● DO IT YOURSELF

Break each profession in to sections. Time block evenings and weekends for each of them. Find friends who are doing the same thing, give & receive feedback. Use resources like our course "The Formula" to keep you on track. Prioritise scripting & strategy. Perfect visuals can come later. Lean on AI for audience analysis & schedule management, but never let it write your scripts. Use capcut & jump on trends. This path is tough, but with a lot of determination, it can be done.

● FIND AN EVERYMAN

For those with no time, but a small budget, it is possible to find someone who can wear most of these hats for you, but hiring them will be a challenge. Look for entrepreneurial types with an analytical brain, a deep passion for social media, who's on the pulse of what's cool. No one will have the key skills of every profession down, but find a fresh face who is willing to try. You should act as the strategist and help guide them to make statistically driven decisions at all time. Beware of creatives who need respect for their art. These are great people but not right for this, very data driven job. Everymen are in high demand, and the chances of finding someone who will be the perfect fit for your brand and have an eye for socials are slim. But they are not 0. Understand what makes a fantastic social media everyman and hire for that.

● BRING IN THE EXPERTS

If you have the budget and want to build a personal brand that gains a thousand followers in week 1, 30,000 in month 3 and 1 million in month 12, consider hiring us. Our team of specialists are on top of the latest trends and well rehearsed in creating explosive, viral campaigns. We run a done for you service where we can take all of this off of your hands, leaving you with only one day per month that needs to be committed to your personal brand.

For any questions, feel free to say hi:

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