

# Course 2 Lesson Outline: Viral Velocity

Course: Viral Velocity: Dominate Short-Form Video & Build Your Brand

## 1. Lesson 1: Decoding the 2025 Viral Algorithm

- You will understand the core psychology of *why* people watch, share, and buy from short-form video on TikTok, Reels, and Shorts.

## 2. Lesson 2: Defining Your Video "Character" & Content Pillars

- You will pinpoint your unique on-camera persona (the "Girl Boss Drill Sergeant" of your niche) and 3-5 core content pillars you can talk about forever.

## 3. Lesson 3: The Anatomy of a 3-Second Scroll-Stopping Hook

- You will master 10 proven hook formulas (visual, text, and verbal) that immediately stop the scroll and command attention.

## 4. Lesson 4: Your Infinite Idea Generation Machine

- You will build a sustainable system for finding, validating, and batching 30 days of high-potential video ideas in 90 minutes or less.

## 5. Lesson 5: The Solopreneur's Simple Studio

- You will create a high-quality (but simple) recording setup using just your phone, good lighting, and clear audio principles.

## 6. Lesson 6: Edit Faster: From Shoot to Post in 15 Minutes

- You will master efficient editing techniques (captions, cuts, transitions, sound) using mobile-first apps like CapCut.

## 7. Lesson 7: Storytelling for Sales (The "Invisible Pitch")

- You will learn to weave your offer and expertise into your content so it feels like high-value education, not a sleazy sales pitch.

## 8. Lesson 8: The Content "Remix" Strategy (Work Smarter)

- You will learn to repurpose one "pillar" video into 5+ pieces of micro-content (carousels, quotes, email newsletters, etc.).

**9. Lesson 9: Batch, Schedule, & Automate Your Workflow**

- You will build a 2-hour-a-week workflow for creating and scheduling your entire week of content so you can stay consistent.

**10. Lesson 10: Read the Data, Feed the Algorithm**

- You will analyze your video metrics (watch time, shares, saves, profile visits) to understand what's working and double down on it.

**11. Lesson 11: From Follower to Lead (The Video CTA & Funnel)**

- You will craft effective, non-salesy calls-to-action that move followers from the app to your email list or landing page.

**12. Lesson 12: Monetization Models & Authentic Brand Deals**

- You will explore 5+ ways to monetize your video presence (beyond your core offer) and learn how to pitch & price brand deals authentically.