

Course 2: Final Project & Exam

The Viral Velocity Strategy & Portfolio

PART 1: Final Project Overview

Project Title: The Viral Velocity Strategy & Portfolio: [Your Brand Name]

Project Description: This is your "Creator CEO" playbook. This project synthesizes every strategic and tactical assignment from this course into a single, professional "Viral Velocity Strategy." You will also compile your "best-of" video assets into a mini-portfolio. This document is your A-to-Z guide for building a brand, creating high-impact content, and monetizing your attention on short-form video.

You will refine and combine your audience analysis, brand persona, hook library, idea-generation systems, production workflow, and monetization plan into a single, cohesive document. This proves you are not just a "creator"; you are a "strategist" who can execute a data-driven video marketing plan from scratch.

Portfolio Value Statement: This "Viral Velocity Strategy" is your ultimate professional asset for a 2025 media landscape. It demonstrates to future clients, partners, or employers that you have mastered the most valuable marketing skill: capturing and converting attention. You can use this portfolio to get hired as a social media manager, to land high-ticket brand deals, or to prove your own brand's strategic foundation to potential collaborators. It shows you understand the "why" (strategy) behind the "what" (the videos).

Target Completion Time: 4-5 hours (for refinement, assembly, and portfolio-clip editing)

PART 2: Required Project Components (12 Components)

This final project is the assembly of all 12 lesson assignments. Your job is to review each one, refine it based on what you learned, and combine them into this single, professional strategy document and portfolio.

1. Section 1: The Audience & Algorithm (From Lesson 1)

- **Component:** Your "Viral Analysis" Brief.
- **Refinement:** Review your "Viral Principles" checklist. After completing the course, add 2-3 new "principles" you learned (e.g., "The importance of Watch Time," "The power of a 'Soft CTA'").

2. Section 2: Brand Pillars & Persona (From Lesson 2)

- **Component:** Your "Brand on a Page" Blueprint.
- **Refinement:** Read your "Character" bio out loud. Is it sharp? Is it memorable? Refine it with the "Drill Sergeant" voice.

3. Section 3: Scroll-Stopping Hooks (From Lesson 3)

- **Component:** Your "Hook-a-Day" Playbook.
- **Refinement:** Take your 3 "Hook > Payoff" mini-scripts and *film* one of them. This is now a "Portfolio Asset."

4. Section 4: The Infinite Idea Machine (From Lesson 4)

- **Component:** Your "30-Day" Idea Bank & Validation Report (spreadsheet).
- **Refinement:** Add a new tab to your spreadsheet titled "Top Performers." You will fill this in *after* you launch, using the data from Lesson 10.

5. Section 5: The "No-Excuses" Production Plan (From Lesson 5)

- **Component:** Your "Simple Studio" Setup Guide.
- **Refinement:** Add a 1-paragraph "Optimization" plan. (e.g., "My next \$100 will be spent on a [lav mic] to fix my [sound] issue.").

6. Section 6: The "Before & After" Edit (From Lesson 6)

- **Component:** Your first "15-Minute" Edited Video file.
- **Refinement:** Create a 1-minute "side-by-side" video showing the "RAW" footage (long pauses, "ums") next to the final "JUMP CUT" footage. This proves your editing skill.

7. Section 7: The "Story-Selling" Scripts (From Lesson 7)

- **Component:** Your "Invisible Pitch" Script Pack (3 scripts).

- **Refinement:** Choose your best "PAS" script and *film it*. This is your "Money-Maker" video and a core "Portfolio Asset."

8. Section 8: The "Work Smarter" Remix Strategy (From Lesson 8)

- **Component:** Your "1-to-5" Content Remix Map.
- **Refinement:** Include the *live links* to your 3-5 "remixed" assets (your Canva carousel, quote card, etc.) to prove you created them.

9. Section 9: The "CEO" Batching Workflow (From Lesson 9)

- **Component:** Your "Batch Day" Blueprint & "Proof of Schedule" Screenshot.
- **Refinement:** Write a 1-paragraph reflection: "What was the *hardest* part of batching, and how will I make it 10% easier next time?"

10. Section 10: The "Read & React" Data Plan (From Lesson 10)

- **Component:** Your "Viral Velocity" Analytics Report.
- **Refinement:** Make this the "template" you will use every *single* week. Add a 1-sentence "Weekly Goal" at the top (e.g., "My #1 goal this week is to increase 'Watch Time' from 50% to 60%").

11. Section 11: The Follower-to-Lead System (From Lesson 11)

- **Component:** Your "Follower-to-Lead" Funnel Map (flowchart).
- **Refinement:** Add your *live* "1-Page Link-in-Bio" URL to this document, so it's a *functional* map.

12. Section 12: The Monetization Plan (From Lesson 12)

- **Component:** Your "Creator CEO" Monetization Kit (Media Kit PDF, Pitch Script, Dream 5 list).
- **Refinement:** Send your "Authentic Pitch" script to one of your "Dream 5" brands. (This is the final execution step).

PART 3: Project Assembly Instructions

This project has two parts: The "Strategy" (your PDF Playbook) and The "Portfolio" (your 3 best videos).

Part A: The "Viral Velocity Strategy" (The Playbook)

1. **Gather Your Assets:** Create a new folder. Go through all 12 lessons and pull every "Assignment" file into this one folder.
2. **Create Your Master Playbook:** Create a new Google Doc/Word Doc. Title it "The Viral Velocity Strategy: [Your Brand Name]."
3. **Format for Readability:** Use your "MVB Brand Fonts" (from C1). Use clear headings for each of the 12 sections.
4. **Copy, Paste & Refine:** Go section by section. Copy your assignment content (text, screenshots, URLs, links) into the master document. As you do, perform the "refinement" step listed for each component in Part 2.
5. **Create a Cover Page & Table of Contents:** Add a professional cover page and a 1-page Table of Contents that lists all 12 sections.
6. **Export Your Final PDF:** Export the final, unified document as a single PDF. This is your "Strategy" deliverable.

Part B: The "Creator Portfolio" (The Videos)

1. You have now filmed 3 key videos:
 - **Video 1:** Your "Hook > Payoff" video (L3)
 - **Video 2:** Your "Before & After" Editing Reel (L6)
 - **Video 3:** Your "Invisible Pitch" (PAS) video (L7)
2. **Create a "Portfolio" Link:** Create a simple Google Drive folder, or a private YouTube playlist, or a "1-Page" (Carrd/Stan) portfolio page.
3. **Upload & Title:** Upload these 3 videos and title them clearly (e.g., "1. Hook & Storytelling," "2. Editing Skills," "3. Sales & Conversion").
4. **Submission:** Submit your Strategy PDF and the 1 link to your "Video Portfolio."

PART 4: Evaluation Rubric

Criteri	Excellent (A)	Proficient (B)	Needs Improvement (C)
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Completeness	All 12 "Strategy" components are present in the PDF. The "Video Portfolio" link contains all 3 required videos.	10-11 components are present. The video portfolio is missing 1-2 videos.	9 or fewer components are present.
Strategic Coherence	The 12 components are 100% aligned. The "Hooks" (L3) match the "Pillars" (L2), which feed the "Analytics" (L10), which inform the "Monetization" (L12).	The components are present but feel disconnected. The "Hooks" don't align with the "Pillars."	The components are a random assortment of assignments with no clear strategic through-line.
Execution & Quality	The 3 "Portfolio" videos are excellent. They are well-lit (L5), have clean audio (L5), and are sharply edited (L6) with clear captions (L6).	The videos are present, but have clear technical flaws (bad sound, backlit, no captions, long pauses).	The videos are missing or are "raw" un-edited footage.
Professional Presentation	The "Strategy PDF" and "Media Kit" (L12) are professional, use the brand's visual identity, and are free of typos. They are 100% "portfolio-ready."	The strategy is functional but messy. Formatting is inconsistent. Would need refinement to show a client.	The submission is a disorganized folder of 12 separate files, not a unified playbook.
Monetization Focus	The project proves a clear "Funnel" (L11). The "Content" (L9) serves a clear "Monetization" goal (L12). The student is a "CEO," not just a "creator."	The content is good, but the "Funnel" and "Monetization" sections are weak or theoretical.	The student clearly just wants to make "fun videos" and has no "CEO" (business) mindset.

PART 5: Final Exam (25 Questions)

Time Limit: 60 Minutes Passing Score: 80% (20/25)

Multiple Choice (10 Questions)

1. (L1) The 2025 short-form video algorithm primarily rewards:
 - A) High-budget, cinematic production.
 - B) High emotion and high utility (Watch Time, Shares, Saves).

- C) Using 30 hashtags.
 - D) Posting 10 times a day.
2. (L2) "Content Pillars" are critical because they:
- A) Allow you to be random and spontaneous.
 - B) Establish your authority, build a memorable brand, and make it easy to create content.
 - C) Are the only way to use trending sounds.
 - D) Help you copy your competitors.
3. (L3) A video "hook" must capture attention in...
- A) The first 3 seconds.
 - B) The first 10 seconds.
 - C) The middle of the video.
 - D) The last 3 seconds.
4. (L4) "Comment Gold-Mining" is the process of:
- A) Deleting negative comments.
 - B) Finding *questions* in comment sections and turning them into video ideas.
 - C) Replying to every comment with a "sales" pitch.
 - D) Paying for "bot" comments.
5. (L5) What is *more* likely to make a viewer "click away" from your video?
- A) A messy background.
 - B) Bad sound (echo, hum, buzz).
 - C) Bad lighting.
 - D) Not using a filter.
6. (L6) A "jump cut" is the process of:
- A) "Splitting" and "deleting" pauses and "ums" to create a fast, energetic pace.
 - B) "Jumping" between 3 different trending sounds.

- C) A "jump" transition.
 - D) A "jump scare."
7. (L7) The "PAS" framework for an "Invisible Pitch" stands for:
- A) Pitch, Ask, Sell
 - B) Problem, Agitate, Solve
 - C) Post, Analyze, Schedule
 - D) Pay, Attention, Sir
8. (L8) The "Content Remix" strategy (e.g., 1 video > 5 assets) is a "Work Smarter" system designed to:
- A) Prevent solopreneur burnout and get more "at-bats" for one idea to go viral.
 - B) Steal other people's content.
 - C) Trick the algorithm.
 - D) Post the same video 5 times.
9. (L10) The 4 "Mission-Critical" analytics (not "vanity" metrics) are:
- A) Likes, Comments, Views, Follower Count.
 - B) Watch Time, Shares, Saves, and Profile Visits.
 - C) Time of day, number of hashtags, filter used.
 - D) Brand deal revenue.
10. (L11) The *primary* goal of a "Video CTA" (Call-to-Action) is to:
- A) Get more "Likes" to go viral.
 - B) Move a "Follower" off-platform and onto your *email list*.
 - C) Get more "Comments" to boost engagement.
 - D) Sell your \$2,000 course in the video.

True/False (6 Questions)

11. (L2) T / F: Your on-camera "Character" should be a *fake personality* you invent to get views.

12. (L3) T / F: "Hot take: 'Motivation' is garbage" is an example of a "Controversial" hook.
13. (L5) T / F: You must *always* face your light source (e.g., a window); having it *behind* you creates a "backlit" silhouette.
14. (L6) T / F: Because 80%+ of users watch with sound off, "auto-captions" are a non-negotiable.
15. (L9) T / F: A "Batch Day" is the system for "Prepping, Shooting, Editing, and Scheduling" a week's (or month's) worth of content in one block.
16. (L12) T / F: "Your Own Products" (e.g., your MVO) are the *most* profitable and strategic way to monetize, *above* brand deals.

Short Answer (5 Questions)

17. (L2) What are the 3 types of "Content Pillars" we defined? (Your "What," "How," and "Why").
18. (L7) You're selling a "\$50 Meal Plan" (your MVO). Write a "P" (Problem) hook for an "Invisible Pitch" video.
19. (L8) List 3 of the 5 "micro-assets" you can "remix" or "extract" from one "pillar" video.
20. (L10) Your "Winner" video had 90% "Watch Time." Your "Loser" had 15%. What *part* of your "Loser" video *most likely* failed?
21. (L12) What 3-4 *key pieces of data* (from previous lessons) must be in your "Media Kit"?

Scenario-Based Questions (4 Questions)

22. (Scenario) A student's 3 pillars (L2) are "Motivation," "Fitness," and "Food." What "Drill Sergeant" feedback would you give them?
23. (Scenario) A student posts a video. The *music* is 100% volume (louder than their voice) and the *captions* are the tiny, default white font. What 2 "Drill Sergeant" fixes (L6) do they *immediately* need to make?
24. (Scenario) A student's videos get 100k views, but their "Link in Bio" (L11) is their *website homepage*. Their analytics show "Profile Visits: 5,000" but "Email

Signups: 0." What is their *critical* bottleneck?

25. (Scenario) A "Fast Fashion" brand (that you *hate*) offers you \$5,000. Your "Character" (L2) is "The 'Sustainable Solopreneur' Coach." What is the correct answer, and *why* (L12)?

Final Exam - Answer Key

1. B (L1)
2. B (L2)
3. A (L3)
4. B (L4)
5. B (L5)
6. A (L6)
7. B (L7)
8. A (L8)
9. B (L10)
10. B (L11)
11. False. (L2) It's an *amplification* of your authentic traits.
12. True. (L3)
13. True. (L5)
14. True. (L6)
15. True. (L9)
16. True. (L12)
17. Pillar 1: Your "What" (Core Topic), Pillar 2: Your "How" (Method), Pillar 3: Your "Why" (Character). (L2)
18. (Example) "Stop wasting 3 hours in the grocery store..." or "You *think* you're 'meal prepping,' but you're really just making 5 'sad beige' salads." (L7)
19. (Example) 1. Carousel, 2. Quote Card, 3. Text Post (or Tweet), 4. "Quick Tip" video. (L8)
20. The "Hook" (L3). You lost 85% of your audience in the first 3 seconds. (L10)

21. (Example) Your "Character" Bio (L2), Your "Niche" (C1, L1), Your *Analytics* (Watch Time, Shares, L10), Your "Pillars" (L2). (L12)
22. (Example) "That's not a strategy, that's a list of topics. It's generic. 'Fitness' for who? 'Food' what? Get specific. Pillar 1: 'Fitness for Busy Moms (What)'. Pillar 2: 'The 20-Min Home Workout (How)'. Pillar 3: 'Tough-Love Mindset (Why)'." (L2)
23. **Fix 1:** Your "sound" volume must be at 1-5%, *under* your voice. **Fix 2:** Your captions are *invisible*. Use a "Style" to make them *bold* and *readable*. (L6)
24. Their "Link-in-Bio" (L11). A "homepage" gives 20 choices (decision fatigue). They need a "1-Page" (Linktree/Stan) that has one *clear next step*: the Lead