Course 2, Lesson 8: The Content "Remix" Strategy (Work Smarter)

1. Core Concept & Learning Objective

Concept: Stop creating net-new content every single day. That's the fast-track to burnout. The "Content Remix" is a "Work Smarter" system where you take *one* "pillar" video (your 60s "Invisible Pitch" from L7) and "remix" it into 5+ pieces of micro-content (a carousel, a text-post, 3 short-form "hooks," a tweet, etc.). This is how you create 30 days of content from *one* afternoon of work.

Learning Objective: By the end of this lesson, you will **analyze** the "Remix" strategy. You will **deconstruct** one "pillar" video into its 5+ "micro-assets" and **create** a "Remix Map" to plan 1 week of content from 1 video.

2. Interactive Content Activities (3 Activities)

Activity 1: The "Remix" Mind-Map (Strategic Exercise)

- **Description:** We're going to visually map how *one* idea can become *five*.
- **Instructions:**
  1. **Start (Center):** Your "Pillar" Video (e.g., Your 60s "PAS" script from L7).
  2. **Branch 1 (Carousel):** Take the 3 "Solve" tips. Make them 3-5 slides of a carousel.
  3. **Branch 2 (Text Post):** Take the "P" (Problem) and "A" (Agitate) and turn it into an "emotional" text post (e.g., "You're not failing, you're just...")
  4. **Branch 3 (Tweet/Thread):** Take the *entire* script and post it as a LinkedIn/X "thread."
  5. **Branch 4 (Quote Card):** Find the *one* "Hot Take" (the L3 Hook) and make it a quote.
  6. **Branch 5 (New Video):** Take *one* of the 3 "Solve" tips and make a *separate, 15-second* "quick tip" video about it.

- **Expected Outcome:** A "Remix" mind-map showing how 1 video = 5+ pieces of content.

Activity 2: "Extracting" the Assets (Tool Exploration)

- **Description:** We're going to "extract" the assets from one of your L7 "Invisible Pitch" scripts.

- **Instructions:**

  1. Take *one* L7 "PAS" script.

  2. **Extract the Carousel:** Open **Canva.** Find a "Carousel" template.

     - Slide 1: The "Hook."

     - Slide 2: "Tip 1" (from your "Solve").

     - Slide 3: "Tip 2" (from your "Solve").

     - Slide 4: "Tip 3" (from your "Solve").

     - Slide 5: The "CTA" (Your MVO).

  3. **Extract the Quote:** Open **Canva.** Find a "Quote" template.

     - Paste your "Hook" (e.g., "Stop buying $1,000 mics.").

- **Expected Outcome:** You have now created 2 *new* pieces of content in 10 minutes, *without* filming anything new.

Activity 3: The "1x5" Week Content Plan (Creative Development)

- **Description:** We're going to plan one *full week* of content, all based on *one* "Pillar" video.

- **Instructions:**

  1. Open a simple 7-day calendar.

  2. **Monday:** Post the "Pillar" Video (The 60s "PAS" video).

  3. **Tuesday:** Post the "Carousel" (Extracted from the video's "Solve").

  4. **Wednesday:** (Rest / Engage).

  5. **Thursday:** Post the "Quote Card" (Extracted from the video's "Hook").

  6. **Friday:** Post the "15-sec Quick Tip" (Branch 5 from Activity 1).

  7. **Sat/Sun:** (Rest / Engage).

- **Expected Outcome:** A 1-week "Remix" content calendar that gives you *multiple* "at-bats" for one idea to go viral.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "1-to-5" Content Remix Map

- **Description:** This is your "work smarter" strategy. You will take *one* "Pillar" video idea (from L7) and create the 3-5 "remixed" assets from it.

- **Step-by-Step Instructions:**

  1. Create a new document titled "[Your Name] - Remix Map."

  2. **Section 1: The "Pillar" (The Source)**

     - Paste your 60-second "PAS" script from L7.

  3. **Section 2: The "Remix" Assets (The 5-Pack)**

     - **Asset 1: The Carousel.** (Paste a *link* to your 5-slide Canva carousel).

     - **Asset 2: The Quote.** (Paste a *link* to your Canva quote card).

     - **Asset 3: The Text Post.** (Write the 3-5 sentence "Text" post).

     - **Asset 4: The "Quick Tip" Script.** (Write the 15-second script).

  4. **Section 3: The "1x5" Week Calendar**

     - Paste your 7-day calendar from Activity 3.

- **Evaluation Criteria:**

  - *Excellent:* The "Remix" assets are 100% *derived* from the "Pillar" script. They are not "new" ideas. The assets are high-quality (used Canva, etc.). The calendar is strategic.

  - *Adequate:* The "Remix" assets are just 5 *new* ideas. The student didn't "extract," they just "created more." The assets are not linked.

- **Connection to Final Project:** This **"Remix Map"** and the *links* to your assets are **Section 8: The "Work Smarter" Remix Strategy** of your **Viral Velocity Strategy & Portfolio.** This proves you have a *sustainable* system for content.

4. End-of-Lesson Assessment (7 Questions)

1. **(MC)** What is the "Content Remix" strategy?

   - A) Stealing other people's content and "remixing" it.

   - B) Using "remix" trending sounds on your videos.

   - C) Taking *one* "pillar" video and "extracting" 5+ micro-content assets from it.

   - D) Posting the *same exact video* 5 days in a row.

2. **(MC)** What is the *primary benefit* of the "Remix" strategy?

   - A) It's the only way to go viral.

   - B) It's easier than creating good content.

   - C) It *prevents burnout* and allows you to create a week's worth of content from 1 idea.

   - D) It's cheaper.

3. **(MC)** Your 60s "Pillar" video's 3 "Solve" tips are perfect for...

   - A) A 3-slide "Carousel" post.

   - B) A 3-minute YouTube video.

   - C) A 3-page blog post.

   - D) A 3-word tweet.

4. **(SA)** What is a "Pillar" video (in this context)?

5. **(SA)** List 3 of the 5 "micro-assets" you can "extract" from a Pillar video.

6. **(SA)** Why is it *smart* to post 5 "remixed" versions of the *same idea* in one week?

7. **(Scenario)** A student says, "I'm just going to film a new, 100% original video every single day." What "Drill Sergeant" advice would you give them?

Correct Answers: 1(C), 2(C), 3(A) 4. (Example) It's your main "teaching" video (like your 60-second "PAS" script) that contains all your best ideas. 5. (Example) 1. Carousel, 2. Quote Card, 3. Text Post (or Tweet/Thread). 6. (Example) Because 1. Not all your followers see every post. 2. It gives the idea 5 different "at-bats" to go viral (maybe the video flops, but the carousel goes viral). 7. (Example) "That's a recipe for burnout, not a 'strategy.' You'll last 30 days and quit. A 'CEO' (C1, L12) builds a

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