

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

## 1. Core Concept & Learning Objective

**Concept:** You are not a "content creator"; you are a "character." The most successful creators are playing a heightened, memorable version of themselves (e.g., "The Tough-Love Finance Guru," "The Chaotic-Good DIYer"). You must define your "character" (the "Girl Boss Drill Sergeant" of *your* niche) and the 3-5 core "Content Pillars" you will be known for. This builds a memorable brand, not just a bunch of random videos.

**Learning Objective:** By the end of this lesson, you will **define** your 3 unique "brand attributes" to create your video "character" persona. You will also **establish** 3-5 strategic "content pillars" that align with your business goals and **develop** 10-15 "sub-topics" for your future content.

## 2. Interactive Content Activities (3 Activities)

### Activity 1: The "Character" Archetype (Creative Development)

- **Description:** We're going to define your on-camera persona. This isn't about *being fake*; it's about *amplifying* your most compelling, authentic traits to be 10% more memorable.
- **Instructions:**
  1. Your "**Base**": (e.g., "I'm a marketing consultant.")
  2. Your "**Amplifier**" (The "Girl Boss Drill Sergeant" style): (e.g., "I'm direct, no-fluff, and action-oriented.")
  3. Your "**Quirk**" (What makes you unique?): (e.g., "I'm obsessed with 90s hip-hop," or "I'm always drinking a weird green juice.")
  4. **Combine them:** "I'm the no-fluff marketing consultant who gives you 3-step action plans, always with a 90s hip-hop reference."
  5. This is your "Character."

- **Expected Outcome:** A 1-2 sentence "Character Bio" that defines your unique, memorable on-camera brand.

## Activity 2: The "3-Pillar" Content Strategy (Strategic Exercise)

- **Description:** You can't be "The Podcast Person" *and* "The TikTok Dance Person" *and* "The Keto Recipe Person." You need to build "pillars" to establish your authority. Your pillars must align with your *business goal*.
- **Instructions:**
  1. **Pillar 1: Your "What" (The Core Topic):** This is the *problem* you solve. (e.g., "Short-Form Video Strategy," "Podcast Launching," "Solopreneur Bookkeeping").
  2. **Pillar 2: Your "How" (The Method/Process):** This is *your unique way* of solving it. (e.g., "AI-Powered Content," "The 30-Day Launch Plan," "Data-Driven Decisions").
  3. **Pillar 3: Your "Why" (The Character/Lifestyle):** This is your "Character" (Act 1). (e.g., "The 'Solopreneur CEO' Mindset," "90s Hip-Hop Marketing Lessons").
- **Expected Outcome:** Your 3 core "Content Pillars" that will guide all future content creation.

## Activity 3: The "Sub-Topic" Idea Flood (Tool Exploration)

- **Description:** Now we break down your pillars into actual *video ideas*. We're creating a "bank" of ideas so you *never* run out.
- **Instructions:**
  1. Open a spreadsheet. Create 3 columns for your 3 Pillars.
  2. For each pillar, brainstorm 5 "sub-topics" or "FAQ" style questions.
  3. **Pillar 1 (Short-Form Video):**
    - "How to find a good hook"
    - "Best lighting for \$50"
    - "How to use text on screen"
    - "What to do if a video flops"

- "3 sounds to use this week"
4. Repeat for all 3 pillars.
- **Expected Outcome:** A "Content Bank" spreadsheet with 15+ specific, actionable video ideas you can start filming *today*.

### 3. Assignment & Project Milestone (Portfolio Deliverable)

#### Assignment: The "Brand on a Page" Blueprint (1-Page Doc)

- **Description:** This is your 1-page strategic blueprint for your *entire* video presence. It combines your "Character" with your "Pillars" and your "Idea Bank." This is the document you will tape to your wall.
- **Step-by-Step Instructions:**
  1. Create a new document titled "[Your Name] - Brand on a Page Blueprint."
  2. **Section 1: My Video "Character" Bio:**
    - Paste your 1-2 sentence bio from Activity 1.
  3. **Section 2: My 3 "Content Pillars":**
    - List your 3 pillars from Activity 2.
  4. **Section 3: My "Content Bank" (Top 15 Ideas):**
    - Copy/paste your 15 sub-topics from Activity 3.
  5. **Section 4: My "For-Who" Statement:**
    - Combine your L1 Niche (from Course 1) with your L2 Character. (e.g., "I make [Content] for [Niche] who are tired of [Problem] and need [My 'Character' Solution]").
- **Evaluation Criteria:**
  - *Excellent:* The blueprint is sharp. The "Character," "Pillars," and "Niche" are 100% aligned. The content ideas are specific and strategic.
  - *Adequate:* The pillars are generic (e.g., "Inspiration," "Motivation," "Tips"). The "Character" is vague. The ideas are not aligned with the pillars.
- **Connection to Final Project:** This "Brand on a Page" Blueprint is **Section 2: Brand Pillars & Persona** of your **Viral Velocity Strategy & Portfolio**. This is the

"strategic DNA" you'll use to generate hooks (L3) and build your content calendar (L9).

#### 4. End-of-Lesson Assessment (8 Questions)

1. (MC) A video "Character" is...
  - A) A fake personality you invent to get views.
  - B) A heightened, memorable, and authentic *amplification* of your own traits.
  - C) A professional actor you hire.
  - D) Not necessary if your content is good.
2. (MC) Why do we use "Content Pillars"?
  - A) To be random and spontaneous.
  - B) To establish your authority, build a memorable brand, and make it easy to create content.
  - C) To copy what everyone else is doing.
  - D) To make sure you only post 3 times.
3. (MC) Your "Content Pillars" should be derived from:
  - A) Whatever is trending on TikTok today.
  - B) Your business goals and the *problem* you solve for your niche.
  - C) Your 10 favorite hobbies.
  - D) A random word generator.
4. (MC) The "Sub-Topic" Idea Flood is designed to:
  - A) Write 15 full video scripts.
  - B) Create a "bank" of 15+ specific video ideas so you never run out.
  - C) Find 15 trends to hop on.
  - D) Design 15 graphics for Instagram.
5. (SA) What are the 3 parts of the "Character" Archetype formula?

6. (SA) What are the 3 types of "Content Pillars" we defined? (Your "What," "How," and "Why").
7. (SA) Your "Character" is "The Tough-Love Fitness Coach." What is one "sub-topic" idea for your "Mindset" pillar?
8. (Scenario) A student's 3 pillars are "Motivation," "Fitness," and "Food." What "Drill Sergeant" feedback would you give them, based on this lesson?

*Correct Answers: 1(B), 2(B), 3(B), 4(B) 5. Your "Base" (What you do), Your "Amplifier" (Your style), Your "Quirk" (What makes you unique). 6. Pillar 1: Your "What" (Core Topic), Pillar 2: Your "How" (Method), Pillar 3: Your "Why" (Character). 7. (Example) "Why 'motivation' is garbage and you need 'discipline'." or "Stop 'starting Monday' - your 3-step plan to be consistent." 8. (Example) "That's not a strategy, that's a list of topics. It's generic and lazy. 'Fitness' for who? 'Food' what? Get specific. Pillar 1:*