

Course 2, Lesson 9: Batch, Schedule, & Automate Your Workflow

1. Core Concept & Learning Objective

Concept: You are a CEO, not a content-monkey. Your job is *not* to wake up and say, "Oh god, what do I post today?" Your job is to have one "Batch Day" per month (or per week) where you execute your system. This is the "assembly line": 1. Film all "Pillar" videos. 2. Edit all videos. 3. Schedule all videos. We are building a 2-hour-a-week workflow.

Learning Objective: By the end of this lesson, you will **design** a "Batch Day" workflow. You will **compare** 3-5 scheduling tools and **build** a 1-week "Batch" content calendar in a scheduling tool.

2. Interactive Content Activities (3 Activities)

Activity 1: The "Batch Day" Blueprint (Strategic Exercise)

- **Description:** We're designing your 4-hour "Batch Day" to create 1-4 weeks of content.
- **Instructions:**
 1. **Hour 1: The "Prep"**
 - Open your "30-Day Idea Bank" (L4).
 - Select your "Top 4" Pillar ideas (your 4 "PAS" scripts from L7).
 2. **Hour 2: The "Shoot"**
 - Set up your "Simple Studio" (L5).
 - *Change your shirt 4 times.*
 - Film all 4 "Pillar" videos. (Do *not* edit!)
 3. **Hour 3: The "Edit"**
 - Use your "15-Min Edit" workflow (L6) on all 4 videos.
 4. **Hour 4: The "Remix" & "Schedule"**

- "Remix" your 4 videos into 8-12 "micro-assets" (L8).
- Schedule *everything* (Activity 3).
- **Expected Outcome:** A "Batch Day" checklist that proves you can create a *month* of content in one afternoon.

Activity 2: "Scheduler" Tool Analysis (Tool Exploration)

- **Description:** Your scheduler is your "automated" employee. It posts for you. We'll pick the right one.
- **Instructions:**
 1. Analyze 3-5 of these tools (free versions):
 - **Meta Business Suite (Free):** Schedules to FB & IG. Good, but basic.
 - **Later:** Very visual (for IG). Good "link-in-bio" tool.
 - **Buffer:** Simple, clean. Good for "Remix" content.
 - **CapCut (Editor):** You can now *schedule* from inside CapCut.
 - **TikTok (App):** You can schedule *in the app* on "desktop."
 2. Your "Drill Sergeant" Choice: Pick one. The "best" one is the one you'll *actually use*.
- **Expected Outcome:** You have selected and signed up for one scheduling tool.

Activity 3: The "1-Week Batch" Schedule Sprint (Tool Exploration)

- **Description:** We're going to do a "mini-batch" for 1 week.
- **Instructions:**
 1. Take your "1-Week Batch" assets from L8, Activity 3.
 - (1 Pillar Video, 1 Carousel, 1 Quote, 1 Quick-Tip)
 2. Log in to your *chosen scheduler* (Activity 2).
 3. Upload Monday's "Pillar" video.
 4. Upload Tuesday's "Carousel."
 5. Upload Thursday's "Quote."
 6. Upload Friday's "Quick Tip."
 7. Hit "Schedule."

- **Expected Outcome:** You have 1 *full week* of content "in the bank," 100% automated. You are now *ahead* of the algorithm.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "Batch & Schedule" Proof

- **Description:** The deliverable is *proof* that your system works. You will submit your "Batch Day" plan and a *screenshot* of your 1-week "scheduled" calendar.
- **Step-by-Step Instructions:**
 1. Create a new document titled "[Your Name] - Batch Workflow."
 2. **Section 1: My "Batch Day" Blueprint:**
 - Paste your 4-hour "Batch Day" checklist from Activity 1.
 3. **Section 2: My Chosen Tool:**
 - (e.g., "I am using 'Later' for scheduling.")
 4. **Section 3: "Proof of Schedule"**
 - Take a *screenshot* of your scheduling tool (from Activity 3), showing your 4 pieces of content scheduled for the week.
- **Evaluation Criteria:**
 - **Excellent:** The "Batch Day" blueprint is clear and logical. The "Proof of Schedule" screenshot proves the student executed the 1-week batch.
 - **Adequate:** The "Batch Day" blueprint is just a theory. There is no "Proof of Schedule" screenshot; the student hasn't done the work.
 - **Connection to Final Project:** This "Batch Day" Blueprint and "Proof of Schedule" Screenshot are Section 9: The "CEO" Batching Workflow of your Viral Velocity Strategy & Portfolio. This is your system for execution.

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

1. (MC) What is a "Batch Day"?
 - A) A day where you "batch" all your emails.
 - B) A dedicated, 4-hour block to "Prep, Shoot, Edit, and Schedule" 1-4 weeks of content.

- C) A day where you "batch" 100 new videos.
 - D) A day where you watch a "batch" of your competitor's videos.
2. (MC) What is the "uniform" trick for batching?
- A) Film all your videos in the *same* shirt to save time.
 - B) Film all 4 "pillar" videos, but *change your shirt* for each one, so it *looks* like you filmed on 4 different days.
 - C) Buy 4 new outfits for your "Batch Day."
 - D) Wear a "Girl Boss Drill Sergeant" t-shirt.
3. (MC) What is the *primary benefit* of a scheduling tool (like Later or Buffer)?
- A) It *automates* your posting so you can "set it and forget it" and stay consistent.
 - B) It "hacks" the algorithm to get you more views.
 - C) It has better filters than Instagram.
 - D) It's the only way to add "trending sounds."
4. (SA) What are the 4 "Hours" (steps) of the "Batch Day" Blueprint?
5. (SA) Name 2 of the "scheduling" tools we analyzed.
6. (SA) Why is it "smarter" to *schedule* a post (e.g., "Post on Mon at 8 AM") vs. just "posting it" when you feel like it?
7. (Scenario) A student says, "I filmed my 4 'Pillar' videos. I'm done for the month, right?" What "Drill Sergeant" advice would you give them, based on L8 and L9?

Correct Answers: 1(B), 2(B), 3(A) 4. *Hour 1: Prep (Ideas), Hour 2: Shoot (Film), Hour 3: Edit, Hour 4: Remix & Schedule.* 5. (Example) 1. Meta Business Suite, 2. Later (or Buffer). 6. (Example) Because you can post at the optimal time (e.g., 8 AM) without you having to be awake or "on your phone." It "divorces" your time from your posting. 7. (Example) "Filming" is not 'finishing.' You're 25% done. Your 'Pillar' videos are the source material. Now, execute the 'Remix' (L8) and 'Schedule' (L9) parts of your 'Batch Day.' A CEO finishes the system."