

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: