



DAY 1

CONTENT MASTERY & BRAND FOUNDATION

Morning: Mindset & Confidence

- Attention as Currency: Understand why video builds trust faster than any traditional marketing.
- Consistency over Perfection: Why starting now is better than waiting for the "perfect" moment.
- Live Drills: Hands-on confidence exercises to master your presence on camera.

Mid-Morning: Content Strategy & Ideation

- The Framework: How to structure every video using the Hook → Value → CTA system.
- Infinite Ideas: Techniques to find endless content, study industry leaders, and turn FAQs into authority-building posts.

Afternoon: Filming Mastery (Smartphone)

- Technical Fundamentals: Practical training on lighting, framing, camera positioning, and energy delivery.
- On-Site Execution: Recording multiple takes with live feedback to ensure professional quality.

Late Afternoon: Storytelling & Editing

- The Conversion Secret: Using success stories to turn viewers into high-ticket leads.
- Post-Production: Mastery of CapCut (pacing, captions, zoom cuts) and simple techniques that provide a dramatic quality boost.

Wrap-Up: Your Weekly Content Plan

- The Roadmap: Build a realistic posting schedule and define 3 immediate videos to publish.



DAY 2

ADVANCED CINEMA & PRODUCTION INTENSIVE

Morning: Think Like a Director

- The Strategy: Strategic walkthrough planning and identifying "Hero Features."
- Pre-Production: Understanding light direction and choosing music before filming to plan shots with the final edit in mind.

Late Morning: Lighting & Shot Selection

- Luxury Perception: How natural light impacts your brand's perceived value.
- Composition: Creating emotion through intentional shot lists; knowing exactly what to shoot (and what to avoid).

Afternoon: Live Shoot & Gimbal Mastery

- Technical Control: Camera settings, gimbal balancing, and smooth body mechanics.
- Cinematic Movement: Mastering push-ins, reveals, parallax, and filming professional detail shots.

Advanced Techniques & Final Takeaway

- Pro Secret Sauce: Day-to-night transitions, exposure control, "blue hour" timing, and directing people on camera with structure.
- The Workflow: Leave with a repeatable production workflow that elevates your brand perception and authority.