

A content system installed in your business.

Twelve sessions with you and your team. Product demos, corporate series and a pipeline your company runs without me.

HOW IT WORKS

1:1 sessions, on your own accounts, with a toolset of 42 skills built and published by me. Every session closes with a practice task for the week.

The twelve sessions

20 HOURS · THREE MONTHS

01 Brand strategy

120 MIN

Niche, content pillars and a series format for your company.

YOU LEAVE WITH Your content strategy, documented.

02 Your brand's spokesperson

90 MIN

Your own or an invented avatar as the face of your company.

YOU LEAVE WITH Your brand spokesperson, voice defined.

03 Corporate scripts

90 MIN

Scripts in series format: product, brand and culture.

YOU LEAVE WITH Three scripts for your first series.

04 Product demos I

120 MIN

Web and browser capture to showcase your product.

YOU LEAVE WITH A narrated product demo.

05 Product demos II

90 MIN

Cursor and user flows, step by step on screen.

YOU LEAVE WITH A complete flow demo.

06 Technical demos

90 MIN

Terminal on video for developer-facing products.

YOU LEAVE WITH A publishable technical demo.

07 Corporate series

90 MIN

Onboarding and internal content with your spokesperson.

YOU LEAVE WITH The first episode of your internal series.

08 Automated pipeline I

120 MIN

From script to render: the full production line.

YOU LEAVE WITH Your pipeline producing a complete reel.

09 Automated pipeline II

120 MIN

Cadence, calendar and scheduled publication.

YOU LEAVE WITH Your publication calendar in operation.

10 Team handover

90 MIN

Roles and system operation without depending on you.

YOU LEAVE WITH Your team running the pipeline.

11 Measure and adjust

90 MIN

Read the channel and adjust strategy with data.

YOU LEAVE WITH Your metrics board and adjustment criteria.

12 Final project

90 MIN

First complete series published by your team.

YOU LEAVE WITH Your content system, running.

WHAT YOU TAKE AWAY

A complete system: your brand spokesperson, product demos, corporate series, an automated pipeline and a team that runs it.

FORMAT

Three months, twenty hours with you and your team, online and recorded. Direct chat throughout the program.

INVESTMENT

USD 23,900. Scope is adjusted to your company in the diagnostic conversation.

Business does not require Creator or Studio first: the starting point is set in the diagnostic and the sessions include your team.

The first step is a diagnostic conversation.

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