

CONTENT WALLAH

TURN CREATIVITY INTO A CAREER



A PW Skills x Brightso Initiative

Your Creator Toolkit, Unlocked

Jo chahiye ek successful content creator banne keliye - sab milega yahan. From scripting to editing, shooting se leke earning tak.

Scripting That Hooks: Reels, Shorts, long-form - write content that keeps people watching

Shoot Like a Pro: Mobile techniques, lighting, angles, framing

Edit Smart & Fast: Learn VN, Premiere Pro workflows for modern formats

Design for Attention: Canva, Photoshop basics for scroll-stopping visuals

Crack the Algorithm: YouTube Studio, IG Insights, retention hacks

Monetization & Growth: Build channels that grow & earn

Sound
familiar?
You're not
alone.



But you're about to
change that.

Turn Your Screen Time into Skill Time



Roz phone chalate ho na?

Ab wahi screen time ko banaao apna career time.

Whether you want to:



Grow on Instagram

Build substantial following systematically



Excel on YouTube

Create sustainable content strategies



Build your personal brand

Become a recognized voice in your field



Generate income

Create multiple revenue streams

This is your systematic approach to doing it smartly, strategically, and efficiently.



Yeh Course Kiske Liye Hai?

Perfect If You're:

College Student ho? Side hustle banana hai?

Influencer banna hai, lekin proper guidance chahiye?

Career switch karna hai? Content mein interest hai?

Already bana rahe ho content, but growth stuck hai?

Age: 16-35 years

Ready to invest in your
Creative Future ?

One Step at a Time - Jahan Content Bhi Click Kare Aur Career Bhi!

The program is structured into 8 outcome-focused modules, each balancing pre-recorded and live sessions with India's renowned content mentors:

Module 1: Foundation & Niche Discovery (Week 1)

- Content creation fundamentals with Shlok + Yuvraj LIVE
- Finding your profitable niche using the Ikigai framework
- Basic scripting, shooting, and editing essentials

Module 2: Channel Setup & Audience Building (Week 2)

- Professional YouTube + Instagram setup
- ICP (Ideal Customer Profile) identification
- Style building and posting strategy optimization

Module 3: Viral Ideas & Content Planning (Week 3)

- Yuvraj's 7-parameter viral idea framework
- Hook writing masterclass (LIVE session)
- 3-month content calendar creation

Module 4: Scripting Mastery (Week 4 and 5)

- Pranesh's viral scripting techniques (458M+ views generated)
- Learn to Viral Hooks
- Storytelling psychology and structure
- AI avatar creation and CTA optimization

Module 5: Professional Shooting (Week 6)

- Cinematic techniques (Tech Burner cinematographer)
- Camera angles, lighting mastery
- On-camera confidence building with Shlok LIVE Q&A

Module 6: Editing Excellence (Week 7 & 8)

- Nikhil's editing techniques (Creative Lead Tech Burner)
- Motion graphics, B-rolls, SFX mastery
- Viral video breakdown sessions (LIVE)

Module 7: Analytics & Growth Strategies (Week 9)

- YouTube + Instagram analytics decoded by Yuvraj
- Data-driven content strategy
- Platform optimization techniques

Module 8: Monetization & Scale (Week 10)

- Multiple revenue stream creation with Shlok
- Brand partnership strategies
- Building sustainable creator business

 **SKILLS** | **brightson**










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Gear Up with the Creator Stack

From pro editing to AI-enhanced productivity:

	VN (for mobile users) Mobile video editing
	Premiere Pro (for laptop) Professional video editing (long-form, reels)
	Google Docs Scripting, collaboration
	Google Sheets Content calendar, tracking growth
	Meta Business Suite Schedule content on Instagram & Facebook
	YouTube Studio Upload, schedule, and manage videos
	Instagram Insights Analyze post performance
	YouTube Analytics Analyze CTR, retention, audience performance
	vidIQ YouTube SEO, keyword research, trend tracking

Mentors Who've Been There, Posted That



Shlok Srivastava (TechBurner)

10M+ YouTube subscribers
Tech + personal brand creator in India



Yuvraj

Content strategy & analytics mentor
Helps decode YT & IG growth insights



Pranesh

Scripts for viral shorts & long-form videos
Pro in hooks, storytelling & structure



Venkatesh (Burner.Biits)

2L+ followers across IG + YouTube
Visual storytelling, creative direction

Student Success Stories



Kapil Mahajan

85K+ Insta Followers



Before Brighttso, I was creating content but without consistency. Through the program, I realized how important consistency really is. Now, I'm confidently experimenting with different formats.



Akshat Grihaar

39K+ Insta Followers



One day, while scrolling Instagram, I came across the Brighttso program & enrolled. Initially, I struggled, but after a class with Shlok, I gained much more clarity. I've become a content creator only because of Brighttso.



Utkarsh Singh

133K Insta Followers



The classes were interactive, and I learned a lot from both Tech Burner and fellow students. I especially liked how questions were taken during sessions.



Pranav Raj, 26

365K Insta Followers



I started with image editing, but when reels took over, I struggled with reach. That's when I joined Brighttso back in 2019. Pranesh helped with scripting, Shlok guided with ideation.

By the End, You'll Know How to Create & Grow

- Launch your Instagram or YouTube brand
- Learn faster creation with AI tools
- Build content that can perform and grow
- Use content to drive business, freelance work, or personal brand



Let Your Journey as a Creator Begin with **PW Skills X Brighttso!**



The right time to plant a tree
was 20 years ago.
The second-best time is now.
The same applies to your
creator journey.



PW Founder Quotes

“

At PhysicsWallah, we aim to provide accessible, comprehensive, and innovative learning experiences to aspirants, regardless of their background.

”



Abhi Bhi Time Hai, Bas Shuru Karna Hai!

Content ka zamana hai. Karoge shuru, toh banega future.

Ready to Launch Your Creator Journey?



Contact Information

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