pooya_hn-strategy-cover



EXECUTIVE YOUTUBE PACKAGING STRATEGY

Pooya HN (@pooya.hn)

Commercial DP • Lighting Director • Founder of @dynamicfilmmakers. Brand Ambassador for Nanlite, Zhiyun, Viltrox, SmallRig, Tilta, and Atomos. Scaling high-contrast teal-and-tungsten cinematic lighting aesthetics and 2D architectural lighting schematics into high-converting YouTube long-form search assets, brand deal leverage, and workshop enrollment.

INSTAGRAM HANDLE	AUDIENCE	STRATEGY MODEL
@pooya.hn	32,800+ Followers	PMC G.A.P.S. Information Gap Architecture

pillar_01_single_source_lighting

PILLAR 01

Single-Source Lighting & 2D Top-Down Schematics

Scales Pooya's viral 3-panel Instagram schematics into authoritative YouTube masterclasses. Solves the #1 struggle of working filmmakers: creating high-budget cinematic depth in ordinary small rooms with minimal gear.

- **Core Principle:** Contrast Ratios First, Fixture Count Second
- **Operational Engine:** 2D Architectural Schematics & Kelvin Separation (2700K vs 5600K)
- **Anti-Slop Boundary:** Zero Gear Gatekeeping • Full Tactical Placement Breakdowns

BENCHMARK: 76% RETENTION • 14x-38x MULTIPLIER

pillar_02_gas_reversal

PILLAR 02

The Camera Trap & Lighting-First Transformation

Dismantles Gear Acquisition Syndrome (GAS). Proves that camera bodies are irrelevant compared to lighting control, negative fill, and deliberate shadow placement, establishing Pooya as an uncompromising master of craft.

- **Core Tension:** $10,000 Cinema Rig vs. $400 Used Body with Proper Light
- **Operational Engine:** Upstage Key Motivation & Dual Color-Temperature Splits
- **Conversion Trigger:** High-Ticket Masterclasses & Lighting Retainers

BENCHMARK: 81% RETENTION • 18x-50x MULTIPLIER

pillar_03_narrative_bts

PILLAR 03

Narrative Sci-Fi & Atmospheric Genre Deconstruction

Deconstructs Pooya's narrative directing pedigree (Founder of @dynamicfilmmakers). Real behind-the-scenes breakdowns of sci-fi, horror, and dance productions (Children of the Fallout and Dreamy Ballet).

- **Curiosity Hook:** "How Did They Make This?" Outlier Mechanic
- **Operational Engine:** Volumetric Studio Haze & Gimbal Choreography
- **Authority Moat:** Genuine Commercial Sets & Brand Ambassador Proof

BENCHMARK: 73% RETENTION • 12x-35x MULTIPLIER

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strategic_rationale

STRATEGIC RATIONALE

Scales Pooya's viral 3-panel Instagram schematics into an authoritative YouTube masterclass that solves the #1 struggle of working filmmakers: making ordinary small rooms look like high-budget movie scenes.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

"Most cinematographers think you need an 800-square-foot studio to get cinematic lighting. Watch how moving just one light 45 degrees transforms this ordinary 10×10 bedroom into three completely different movie genres."

variation_01_3_panel_split

VARIATION 01 — 3-PANEL SPLIT



1 Small Room, 3 Cinematic Lighting Setups (With Exact Top-Down Diagrams)

Visual Theory: 3-panel horizontal split pairing high-contrast movie-grade lighting on top with Pooya's authentic dark-mode 2D top-down lighting schematic on the bottom under 3 PRO SETUPS badge.

variation_02_transformation_gap

VARIATION 02 — TRANSFORMATION GAP



How to Fake Golden Hour, Night & Thriller Lighting in Any Cramped Room

Visual Theory: 50/50 vertical split: flat ugly overhead bulb room on left vs volumetric warm tungsten and cyan cinema grade on right with Pooya holding a light stand under 1 ROOM, 3 LOOKS badge.

strategic_rationale

STRATEGIC RATIONALE

Captures massive cold-browse viewership by debunking the myth that expensive camera bodies create cinema, proving that upstage lighting and color-temperature contrast create true depth.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

"You can spend four thousand dollars on a cinema body and cine lenses, and your footage will still look like a cheap home video. Here is the single upstage lighting rule and color-temperature split that instantly gives your frame three-dimensional depth."

variation_01_diagnostic_gap

VARIATION 01 — DIAGNOSTIC GAP



Why Your Footage Looks Flat (And How to Use Color Contrast Like a DP)

Visual Theory: Macro sculpted portrait with warm 3200K tungsten key lighting one cheek and 5600K cyan-teal fill on the shadow side with technical HUD nodes under FIX FLAT FOOTAGE badge.

variation_02_anti_gear_gap

VARIATION 02 — ANTI-GEAR GAP



Your Camera Isn't the Problem: Master Cinematic Lighting in 15 Minutes

Visual Theory: Heavy cinema camera rig crossed out in subtle red in foreground while Pooya adjusts a parabolic softbox and tube light cutting a volumetric beam through warehouse haze under NOT YOUR CAMERA badge.

strategic_rationale

STRATEGIC RATIONALE

Showcases Pooya's narrative directing and worldbuilding pedigree, deconstructing his striking sci-fi/thriller visuals into achievable indie production steps.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Gas-mask hazmat character illuminated by a piercing volumetric beam in ruins: "We shot this post-apocalyptic sequence in an abandoned industrial basement with a crew of three people and two portable lights. Here is the exact lighting plot, atmosphere haze density, and gimbal blocking we used."

variation_01_blueprint_gap

VARIATION 01 — BLUEPRINT GAP



How We Shot a Post-Apocalyptic Movie Scene on an Indie Budget (Full Breakdown)

Visual Theory: Eerie sci-fi scene of two hazmat figures in gas masks holding a piercing flashlight beam in cold cyan haze, paired with an inset of Pooya operating his Weebill 2 gimbal under HOW WE LIT THIS badge.

variation_02_aesthetic_gap

VARIATION 02 — AESTHETIC GAP



Lighting Atmospheric Sci-Fi & Thriller Scenes With Only 2 Lights

Visual Theory: Cinematic ballerina silhouetted between two vertical glowing cyan LED tubes in atmospheric warehouse haze with warm overhead rim light under HOLLYWOOD ON BUDGET gold pill badge.

gaps_workflow_system

METHODOLOGY & NEXT STEPS

The PMC G.A.P.S. Outbound Workflow

1

Grounding & Ingestion

Commercial set BTS, 2D architectural lighting schematics, and teal-and-tungsten contrast ratios are ingested to construct an authentic long-form educational persona.

2

G.A.P.S. Framing

Core topics are mapped to Diagnostic, Transformation, Anti-Gear, and Narrative psychological gaps to maximize high-intent CTR.

3

High-Conversion Packaging

Widescreen 16:9 thumbnails and titles are rendered for immediate deployment across long-form YouTube channels.

executive_channel_booking

NEXT IMMEDIATE STEP

Schedule Your 15-Minute Strategy Walkthrough

Direct executive link with Peace Media Company leadership. Click below to coordinate your session.

Book Strategy Meeting →

contact@peacemediacompany.com