

THE PRO CREATOR

You're Not Teaching Anymore. You're Broadcasting.

Teach It Like You Stream It • By Dr. Peter Esperanza • Apple Distinguished Educator • 16M+ Learners Reached

YOUR MISSION THIS WEEK

Run one fully async week — video, response, adjusted live session — no lecture needed.

1

Set up a consistent studio background

It signals professionalism before you say a word. Same background every time.

2

Design the full async cycle

Pre-class video → student responses → data-driven live session. That's the system.

3

Use 80% of live time for application

Stop re-teaching the video. If they watched, they know. Class is for doing.

4

Build your video library intentionally

Name, tag, and file every video. By Year 2, it runs itself.

5

Create one 'evergreen' video per unit

Record it once. Use it every semester. That's leverage.

6

Use AI to write your viewing guides

Paste your transcript into Claude or ChatGPT. Ask for 3 comprehension questions. Done in 2 minutes.

THE 3-LAYER RULE (Studio Grade)

VOICE: Record warm intros. Use silence as punctuation.

VISUAL: OBS scene switching — slides, face cam, whiteboard on demand

INTERACTION: Differentiated follow-up: AI-generated prompts for each

DR. E SAYS

"The teachers who are winning async aren't working harder — they're building systems. One good video replaces 100 live explanations. Build the asset. Deploy it every semester."

■ Watch: Episode 5 (Turn Zoom Into a Studio Workflow) + the full 6-episode TILYSI series

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