

Content Strategy

Client Playbook



Chris Dufey

The Rainmakers · Coaching Scale Systems

54 videos in the library

19 long form · 35 shorts

Top short: 971 views

What Is Inside

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How attention becomes trust, then Rainmakers clients

01

Content Strategy

The Brand

The coach who scales coaches

The coach who scales coaches

Purpose, positioning, and channels



Chris Dufey is the operator behind The Rainmakers and Rainmakers OS. His content positions him as the coach who scales coaches, and every video is proof of work: real funnels, real revenue math, real systems that take a coaching business from founder dependent to machine driven.

The content is engineered to pull in coaches and founder led service businesses at the exact moment they realize they are the bottleneck, then move them toward Rainmakers as the obvious next step.

WHERE HE LIVES ONLINE

YouTube

54 videos · the engine

Instagram

6,049 followers

LinkedIn

4,423 followers

Rainmakers OS

the one dollar trial

The identity system



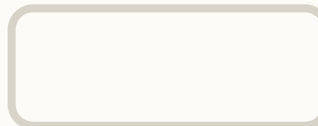
Violet black
#1C1130



Rainmaker coral
#F0734F



Soft lavender
#C9B8F0



Paper white
#FCFBF7

Voice: direct, first person, numbers on the table. Titles carry a personal claim and a dollar figure. Thumbnails and titles are CTR tested per video, and every reel ends with one clear on screen call to action. Premium, calm, zero hype.

02

Content Strategy

The Numbers

Read from the real catalog, not a claim

54 videos. Shorts beat long form 2 to 1.

The catalog math, March 24 to July 2, 2026

54

videos in the library

9,688

catalog views tracked

213 avg

views per short

117 avg

views per long form

The five biggest videos, all shorts

971

I've been paid over \$1M to learn this.

views

902

The employee fire short

views

784

The billionaire levers short

views

769

Built a complete service delivery system in just 4 weeks

views

675

this epiphany changed my life

views

WHAT THE NUMBERS SAY

- Shorts outperform long form per video, almost 2 to 1 (213 versus 117 average views).
- Mindset is the reach engine: 19% of output pulling about 36% of all views, roughly 347 per video.
- First person money titles win. A personal claim with a number is the repeating winning pattern.
- Case studies rule long form. The top three long form videos are all proof pieces (279, 262, 208 views).

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Content Strategy

The Pillars

Five jobs, one channel

The five pillar mix

Tagged across all 54 published videos in the library

Sales Systems

20 videos · 3,878 total views

The workhorse. 37% of output and the biggest total audience. Funnels, follow up, show up rates.

Mindset

10 videos · 3,466 total views

The efficiency king at roughly 347 views per video, the highest of any pillar. The reach engine.

Case Studies

10 videos · 1,384 total views

The proof. Includes the 28X ROAS breakdown at 279 views, the top long form video in the catalog.

AI for Coaches

7 videos · 535 total views

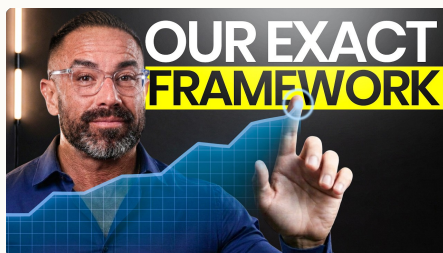
The differentiation play, still early. AI employees and systems without sounding like ChatGPT.

Client Acquisition

7 videos · 425 total views

The direct response pillar that feeds the offer. Speaks straight to the buying moment.

What it looks like in the feed



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Content Strategy

The Phases

How the machine was switched on

Foundation, Momentum, Authority

The real rollout, read from the real posting dates

PHASE 1

February to March 2026

Foundation

A deliberate start. The Dark Truth Behind \$50M+ Coaching Empires landed February 4 at 139 views, then the channel came alive in late March with a run of long form proof pieces, three case study videos between March 24 and 31 including the 28X ROAS breakdown at 279 views. Authority anchors before volume.

PHASE 2

Mid April through May 2026

Momentum

Shorts switched on April 18 and the machine ran near daily. This is where the breakouts happened: 971 views on the \$1M lesson short, 902 on the employee fire short, 784 on the billionaire levers, 769 on the 4 week service delivery build. Volume plus punchy founder truths found the audience.

PHASE 3

June 2026 onward

Authority

The mix matured into named frameworks: the 15 step show up rate system, the 4 scaling models, the 5 part rebuilt business model, plus the AI employee angle. June also brought this epiphany changed my life at 675 views, proof the personal Mindset lane keeps compounding while the framework library builds search authority.

Cadence at full speed: one to two long form videos per week layered over near daily shorts, 4 to 5 pieces per week. The batch system feeds it: five long forms, ten shorts and story content banked from a single recording session.

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Content Strategy

The Titles

Packaged to be clicked, built to convert

A real title system, next to a real video

The first person money title, the pattern behind every breakout

THE PATTERN · PERSONAL CLAIM + NUMBER

Observed across the top of the catalog

I've been paid over \$1M to learn this.

971 views, the biggest short

Built a complete service delivery system in just 4 weeks

769 views

\$1M a Year Working 12 Hours a Week

flagship long form

How One Funnel Generated \$282K/Month on \$10K Ad Spend (28X ROAS Breakdown)

279 views, the top long form video

Every title: specific, personal, quantified. One CTA per piece.



\$1M a Year Working 12 Hours a Week

youtube.com/watch?v=TVSLaNZeKIw

The system behind every piece

One idea per video

Personal claim + number

CTR tested thumbnail

One CTA only

Zero hype

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Content Strategy

The Funnel

Attention. Trust. Conversion.

How views become Rainmakers clients

The machine under the content

ATTENTION

Mindset and Sales Systems shorts do the heavy lifting. Punchy, first person, number driven hooks pull cold coaches and founders into the world at scale, near daily.

TRUST

Long form case studies and framework videos convert attention into belief. The 28X ROAS breakdown, the 63 day story, and a client adding \$240k in 12 weeks prove the system on real businesses.

CONVERSION

Client Acquisition and AI for Coaches content speaks to the buying moment. Every path lands on the same door: the one dollar Rainmakers OS trial, then the high ticket coaching program.

Built and run by Panche P., marketing consultant

Strategy, scripts, editing, thumbnails and posting, delivered as one system.

panchepetrov.com

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Content Strategy

The Rollout

VSL first, everything else supports it

The first 90 days

What actually happens, week by week

WEEK 1

Shoot the VSL

The flagship conversion video is the centrepiece. Everything else in the system exists to drive traffic to it.

WEEK 2

Batch the five long forms

One studio session produces the VSL, the story video, the whiteboard breakdown, the two hours a day video and the client interview.

WEEK 3 TO 4

Cut ten shorts

Shorts outperform long form almost 2 to 1 here, and all five top videos are shorts. Cut them from the long form already recorded.

WEEK 5 TO 8

Lean on Mindset

The Mindset pillar drives roughly 347 views per video from only 19 percent of output. It is the reach engine.

WEEK 9 TO 12

Layer the proof

Case studies and client interviews convert the skeptics who liked the mindset content but have not moved yet.

ONGOING

One CTA only

Every long form ends the same way. Try Rainmakers OS for one dollar. No stacked offers, no confusion.

One recording day feeds the entire engine

Strategy, scripts, editing, thumbnails and posting handled end to end. You record. That is the whole ask.