

Content Strategy

Client Playbook



Joni Patry

Galactic Center · Vedic Astrology

16M+ views in 12 months

247K subscribers

43 scripts inside

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01

Content Strategy

The Brand

Who Joni is and why the world listens

The western face of Vedic astrology

Purpose, positioning, and channels



Joni Patry is a teacher with decades of authority in Jyotish, the Vedic system of astrology. She reads world events, markets, and celebrity charts through a lens almost nobody in the west can match, and she built the Galactic Center as the home for that knowledge: courses, readings, a planner app, and the University of Vedic Astrology.

Her purpose is simple. Make ancient predictive wisdom useful for modern life, one dated, concrete prediction at a time.

WHERE SHE LIVES ONLINE

YouTube

247K subs · the engine

galacticcenter.org

courses and readings

Galactic Planner

her daily app

University

certification programs

The identity system



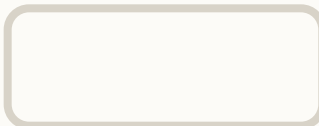
Deep space navy
#141031



Star gold
#F5C542



Cosmic purple
#6C2BD9



Paper white
#FCFBF7

Voice: warm, authoritative, urgent but never hysterical. Every title carries a date and a stake. Thumbnails pair her face with cosmic imagery and three words of gold text. The look is consistent enough that a viewer recognizes a Joni video before reading a single word.

02

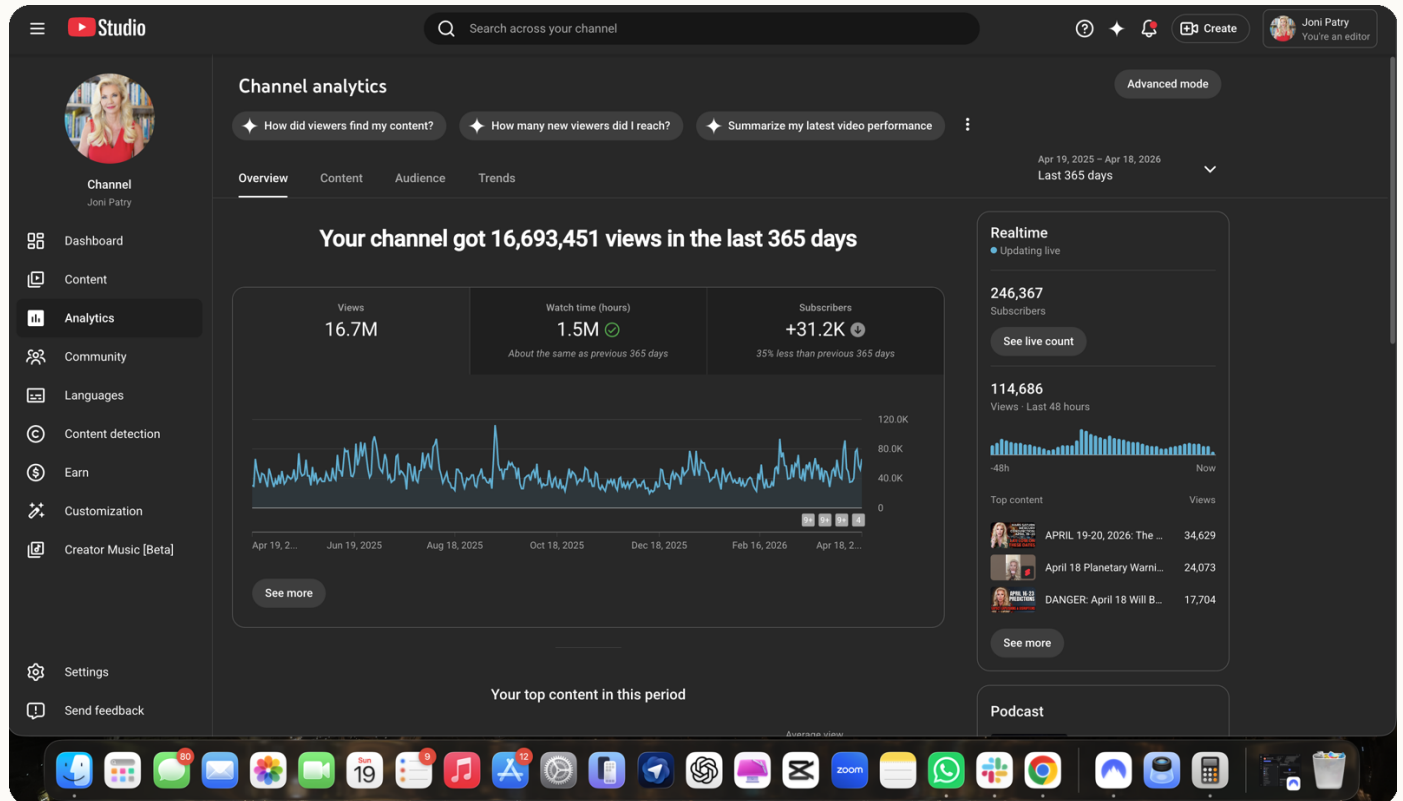
Content Strategy

The Numbers

Straight from YouTube Studio, not a claim

16,693,451 views. One year.

The analytics screen, not adjectives



16M+

views in 12 months

246,367

subscribers

43,974

avg views, weekly forecasts

60/mo

shorts at full cadence

03

Content Strategy

The Pillars

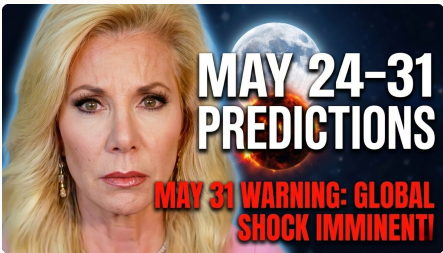
Five jobs, one channel

The five pillar mix

Observed across 43 rebuilt scripts, May 14 to July 5, 2026

Weekly Forecast The flagship. Dated predictions with stakes. The four biggest videos of the run all live here.	7 videos · 43,974 avg views
Planetary Transits The largest total of any pillar. Jupiter, Mars and Mercury events turned into urgent teaching.	12 videos · 27,208 avg views
World and Celebrity Charts The viral wildcard. USA anniversary, Trump family, Elon Musk. News energy, Vedic lens.	7 videos · 20,275 avg views
Monthly Horoscope All twelve signs, every month. The most bingeable format on the channel.	3 videos · 39,966 avg views
Nakshatra Daily The volume engine. One short every single day tied to that exact date.	14 videos · 16,174 avg views

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

May 14 to June 6

Foundation

Long form only. Fifteen long form videos and zero shorts installed the authority spine: weekly forecasts, major transit breakdowns, and world event charts, including the two biggest videos of the run at 91,886 and 66,968 views.

PHASE 2

June 7 onward

Momentum

Daily shorts switched on. A Nakshatra or sign based short went out essentially every day, 40 shorts in 29 days, while long form held at 3 to 4 per week. This is the reach layer that keeps Joni in the feed between the big weekly uploads.

PHASE 3

Now and next

Authority

Compound the two layers. Double down on Weekly Forecast and Monthly Horoscope, the two highest average view pillars, keep the daily short cadence, and use World and Celebrity Charts as the viral wildcard that pulls cold audiences in around news moments.

Cadence today: one short every day tied to the date, plus 3 to 4 long form videos a week anchored by the weekly forecast and the monthly horoscope at month end. One recording day feeds the entire engine.

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Content Strategy

The Scripts

Written to be spoken, engineered to be watched

A real script, next to its real video

From the 43 script library, every one paired with its published video

SCRIPT · MAY 31ST WILL SHOCK THE WORLD

Full Moon on Antares · 91,886 views

[ON SCREEN: "May 31. Antares."]

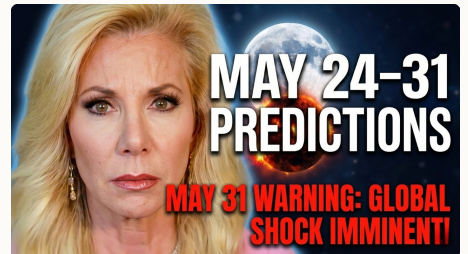
The last week of May is monumental, and the full moon lands on the most intense fixed star in the sky. Listen up, because this one affects the entire world.

[ON SCREEN: "The Moon = the masses"]

I am tracking the moon as it changes signs and nakshatras through the whole week, May 24 through May 31. The moon represents the masses, the collective unconscious of everyone.

Number one. Watch May 26 and 27...

Excerpt. Full script: hook, proof, numbered value, one CTA.



91,886 views on this script

youtube.com/watch?v=N5hDpiHHm0Y

The system behind every script

One idea per video

Hook in 3 words

Numbered value

One CTA only

Zero fluff

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

How views become revenue

The machine under the content

ATTENTION

Daily Nakshatra shorts and dated prediction titles capture search and feed traffic every single day. This is the widest mouth of the funnel.

TRUST

Weekly forecasts prove her accuracy in public, week after week. Viewers come back to check the score, and returning viewers become believers.

CONVERSION

Believers click through to galacticcenter.org, enroll in the University of Vedic Astrology, book readings, and subscribe to the Galactic Planner.

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

Predictive authority, scaled

The first 90 days

What actually happens, week by week

WEEK 1

Lock the calendar

Map every dated astrological event for the next 90 days. Transits, new and full moons, nakshatra shifts. The content calendar writes itself from the sky, not from brainstorming.

WEEK 2

Batch the spine

One recording day produces the weekly forecasts and the monthly horoscope. Long form first, because shorts are cut from it, never the other way around.

WEEK 3 TO 4

Switch on daily

Daily nakshatra shorts go live. Each one carries the exact date in the title so the algorithm reads it as timely and the viewer reads it as urgent.

WEEK 5 TO 8

Chase the news

World and celebrity charts react to whatever is dominating headlines. This is the wildcard that pulls cold audiences into the channel.

WEEK 9 TO 12

Double down

Weekly Forecast and Monthly Horoscope get more weight because they carry the highest average views. Kill what underperforms without sentiment.

ONGOING

Compound

Every accurate prediction becomes proof. Proof becomes trust. Trust becomes enrollments at the University and the Galactic Planner.

One recording day feeds the entire engine

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