

Content Strategy

Client Playbook



Miguel Girones

The First Class Citizen · Sovereign Living

25K to 272K on Instagram

51,831 YouTube views

26 videos · 5 pillars

What Is Inside

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Who Miguel is, what he stands for, and the identity system

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How attention becomes trust, then consulting clients

01

Content Strategy

The Brand

The man who lives the sovereign playbook

Proof, not theory

Purpose, positioning, and channels



Miguel Girones runs The First Class Citizen, a sovereign tax and citizenship consulting business. He left Spain in 2019 and built a first class life across five countries, and the content shows exactly that. Every video moves a viewer from curiosity about living abroad to trusting Miguel as the operator who can set up their residencies, flags, and tax structure.

He is positioned as the man who actually lives the playbook, not a theorist selling PDFs.

WHERE HE LIVES ONLINE

Instagram

272K followers · the reach

YouTube

7.33K subs · the depth

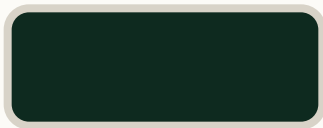
First Class Citizen

consulting offer

565 videos

shipped in total

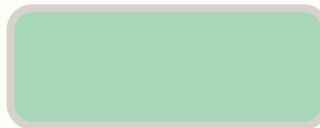
The identity system



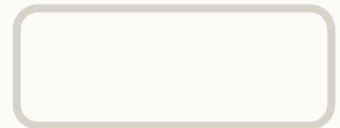
Deep jungle green
#0E2A1F



First class gold
#E8C55F



Sage
#A8D8B9



Paper white
#FCFBF7

Voice: calm, first person, receipts over rhetoric. Titles run on curiosity plus a number (\$100,000, 5 countries, 0% tax) and thumbnails are location led, selling the destination before the lesson. The look says freedom is a system, and he already runs it.

02

Content Strategy

The Numbers

Straight from the analytics, not a claim

25K to 272K on Instagram

The before and after, side by side



Before: 25K followers



After: 253K and climbing to 272K

272K

Instagram followers

51,831

YouTube views, 26 videos

55%

of all views from Paraguay

565

videos shipped in total

03

Content Strategy

The Pillars

Five jobs, one channel

The five pillar mix

The real mix from 26 published videos, 51,831 total views

Country Breakdowns

8 videos · 33,191 views

The undisputed engine. 64% of all views. The top 3 videos on the channel are all Paraguay content.

Wealth and Flags

4 videos · 7,633 views

The efficiency king. Smallest count, second biggest total. Every short here cleared 2,100 views.

Sovereign Living

7 videos · 6,316 views

The philosophy layer. The 10 level sovereign system and how he built a first class life in 5 countries.

Lifestyle Proof

5 videos · 2,982 views

Receipts that the lifestyle is real. He is not selling a dream he does not live.

Origin Story

2 videos · 1,709 views

I Left Spain In 2019 earned 981 views and does the trust work no other pillar can.

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 publishing dates

PHASE 1

Jul to Sep 2025

Foundation

11 videos in 3 months. Established the voice, tested every pillar, and shipped the two Paraguay bangers that still anchor the channel. All 3 shorts dropped in this window and averaged 2,215 views each.

PHASE 2

Oct to Dec 2025

Momentum

13 videos, the heaviest stretch, peaking at 7 uploads in October alone. Country Breakdowns took over as the lead pillar (Mexico, Argentina, Buenos Aires, Tulum, Hong Kong) while Lifestyle Proof and Origin Story filled in the trust layer.

PHASE 3

2026 onward

Authority

Fewer, sharper videos aimed up market. The Passport Industry Is Dead (989 views in its first months) speaks directly to buyers, not browsers. This phase converts the audience the first two phases built into consulting clients.

The proven rhythm: roughly one long form video per week from July through December 2025, 3 to 4 per month, spiking to 7 in October. The data says the shorts layer stopped too soon, every short published cleared 2,100 views against a 1,965 long form average.

05

Content Strategy

The Franchise

One repeatable format, 55 percent of all views

The Paraguay franchise

This is what X really looks like, a format built to be rerun

FORMAT · THIS IS WHAT X REALLY LOOKS LIKE

3 Paraguay videos · 28,556 views · 55% of the channel

[TITLE FORMULA]

This Is What Paraguay Really Looks

Like | Walking Tour · 13,086 views

This Is What \$100,000 Buys You In

Paraguay · 11,035 views

Paraguay: Walking The Streets

4,435 views

[WHY IT WORKS]

Show, never lecture. The camera walks, the price tags do the persuading, and curiosity does the clicking.

Next runs: Mexico, Argentina, Uruguay. Same format, new flags.



13,086 views on this format

youtube.com/watch?v=cL5PktL3mC0

The packaging system behind every video

Curiosity plus a number

Location led thumbnail

Show, never lecture

One CTA only

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

How views become consulting clients

The machine under the content

ATTENTION

Country Breakdown long form and Wealth and Flags shorts pull cold viewers in. Paraguay style tours and money shorts hold 64% and 15% of total views, the proven top of funnel weapons.

TRUST

Sovereign Living and Origin Story turn a viewer into a believer. I Left Spain In 2019 and the 10 level system show the man behind the method, and Lifestyle Proof closes the credibility gap.

CONVERSION

Authority pieces like The Passport Industry Is Dead speak to buyers ready for residencies, second passports, and tax structures. Every video points to The First Class Citizen consulting offer.

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

The franchise, replicated

The first 90 days

What actually happens, week by week

WEEK 1

Pick the next country

Paraguay proved the format. Choose the next base, Mexico, Argentina or Uruguay, and plan the shoot around the same beats that worked.

WEEK 2

Shoot the walk

Walking tours, apartment tours, real prices on camera. Show the life instead of explaining it. One trip yields a full series.

WEEK 3 TO 4

Publish the anchor

The long form country breakdown goes first, because it carries 64 percent of all channel views. Shorts get cut from it afterwards.

WEEK 5 TO 8

Bridge to the offer

Wealth and flags content follows the lifestyle proof, moving a dreaming viewer toward a second residency conversation.

WEEK 9 TO 12

Repeat the format

This is what X really looks like becomes a standing series. Same structure, new geography, compounding search value.

ONGOING

Convert

Every consult call arrives having already watched him live the system. The content pre sells the credibility.

One recording day feeds the entire engine

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