

Content Strategy

Client Playbook



Sam Kemper

Sam Kemper Health · Fitness Coaching, Sydney

1K to 18.3K subscribers

677K channel views

180 videos shipped

What Is Inside

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The Brand

Who Sam is, the honest coach positioning, and the identity system

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The Numbers

Real results straight from YouTube Studio

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The Pillars

Four content pillars and what the data says about each

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Foundation, Momentum, Authority

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The scripting system with real formats from the library

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The Funnel

How attention becomes trust, then coaching clients

01

Content Strategy

The Brand

The credentialed coach people actually trust

The honest coach positioning

Purpose, positioning, and channels



Sam Kemper is a NASM certified fitness coach in Sydney building the Sam Kemper Health brand across YouTube, Instagram and TikTok. Every video puts a real coach on camera solving a real problem, which is exactly what a prospect wants to see before they pay someone to program their training.

The play is simple. Make Sam the credentialed, trustworthy face of practical training advice, then convert that trust into coaching clients.

WHERE HE LIVES ONLINE

YouTube

18.3K subs · the engine

TikTok

57.3K likes

Instagram

reels and proof

Coaching

comment TRAIN to start

The identity system



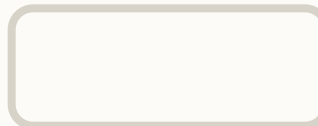
Espresso
#26130E



Amber
#F09E4F



Sand
#E5C9B3



Paper white
#FCFBF7

Voice: honest, specific, never hype. No food labeled bad, no magic promises, just a certified coach showing exactly how to train. Thumbnails put Sam mid movement with a named tool or technique in the title, because in this library specificity beats general promises every single time.

02

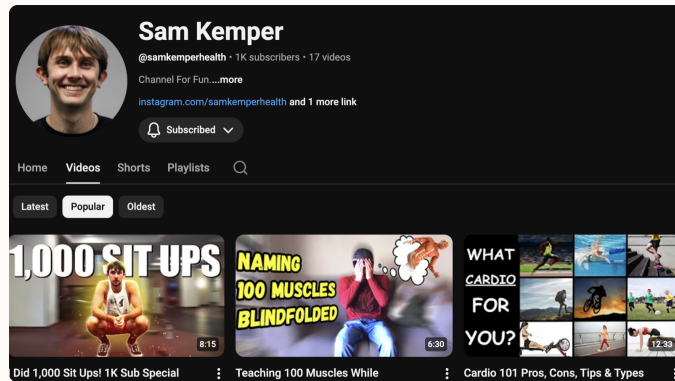
Content Strategy

The Numbers

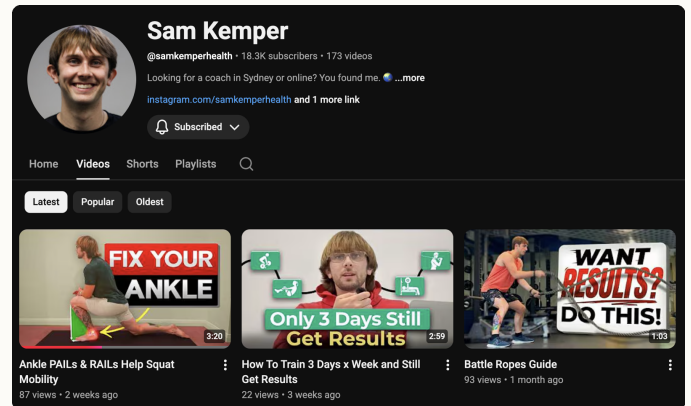
Straight from YouTube Studio, not a claim

1K to 18.3K subscribers.

Before and after, same channel, same coach



Before: 1K subscribers, 17 videos



After: 18.3K subscribers, 173 videos

18.3K

subscribers, up from 1K

677K

channel views banked

89K

short form views

180

videos shipped

The May 2026 performance review logged 150% view growth since February, with 84% of YouTube views coming from Shorts. Five recorded strategy calls on file, February to May 2026, and Sam extended the engagement to a 6 month done for you partnership.

03

Content Strategy

The Pillars

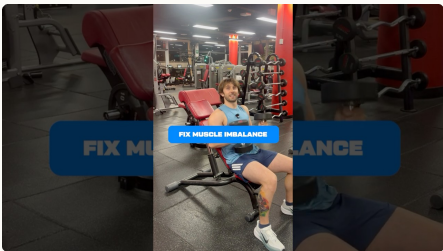
Four jobs, one channel

The four pillar mix

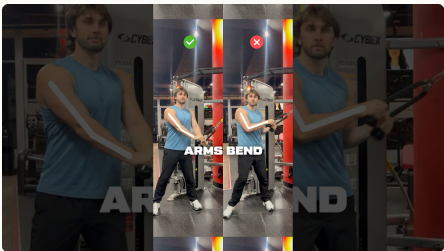
Observed across the 7 tracked videos, Feb 27 to Apr 25, 2026

Training Form	3 of 7 videos · 54% of all views
The workhorse. 233 of 430 tracked views and 78 average views per video versus 61 for the library. Battle Ropes Guide leads the whole library at 106 views.	
Coach POV	2 videos · 32% of views
The hook layer. Most Beginners Quit Because They Do This is the second best video overall at 97 views. Sharp psychological hooks from a real coach.	
Programming	2 videos · 14% of views
The depth layer. How To Build The Perfect Workout Plan and How To Train 3 Days x Week show Sam thinking like a coach, not a content creator.	
Client Transformations	0 videos published · the open gap
The conversion pillar is empty. Zero transformation videos despite 18.3K subscribers waiting for proof. First priority for new production.	

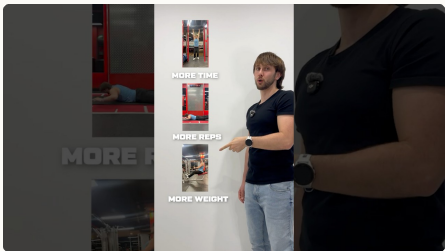
What it looks like in the feed



Fixing Muscle Imbalances · 1.3K



Woodchops Form Checklist · 1.3K



Time vs Reps vs Weight · 1.2K

04

Content Strategy

The Phases

How the machine gets switched on

Foundation, Momentum, Authority

The real rollout, read from the real posting dates

PHASE 1

Feb to Apr 2026, done

Foundation

Established the publishing system and tested pillars. 7 tracked videos shipped, 5 long form and 2 short form, covering form, programming and coach perspective content. Posting ran roughly weekly (Feb 27, Mar 9, Mar 19, Mar 24, Apr 9, Apr 18, Apr 25) and the library now shows exactly which topics pull.

PHASE 2

Now

Momentum

Double down on what the data validated. More Training Form content, especially specific tool and joint topics like the Battle Ropes and Ankle PAILs videos that outperformed. Lift cadence to 2 or more per week by pairing every long form video with cutdown shorts. Open the Client Transformations pillar, since zero exist and 18.3K subscribers are waiting for proof.

PHASE 3

Next

Authority

Convert reach into pipeline. Transformation stories and Coach POV takes become the trust layer, long form Programming content becomes the depth layer, and every video points to one clear next step toward coaching. The 89K short form views already banked prove the discovery format works for Sam.

Cadence target: 10 videos per month across YouTube, TikTok and Instagram on a fixed weekly delivery rhythm, with the short form layer running near daily to feed discovery.

05

Content Strategy

The Scripts

Proven formats rebuilt around a real coach

Real formats from the script library

Every reel starts from a format already proven viral in the fitness niche

The Clone Comparison Reel

Split screen, two Sams: the real coach versus the clueless coach. Same result, opposite methods. Full delivery ready script with on screen directions.

What Actually Helped Me Lose Weight

List reveal format. The honest answer is boring: walking, protein, lifting three times a week, sleep and patience. Honesty is the hook.

The Food Swaps Reel

Six food categories, three tiers each. No food labeled bad, the disclaimer becomes the hook. Credibility does the work a gimmick cannot.



How To Get Your 1st Pull Up · 1.5K views

youtube.com/watch?v=lj7EPbqc7Mo

The system behind every script

Proven format first

Coach credibility second

One idea per video

One CTA only

Zero fluff

180 videos shipped on this system across YouTube, TikTok and Instagram. Sam records, I handle everything else: scripts, edits, thumbnails and posting.

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

How views become coaching clients

The machine under the content

ATTENTION

Daily short form Training Form content (tool guides, mobility fixes, technique corrections) plus sharp Coach POV hooks. This is what the data says earns views.

TRUST

Weekly long form Programming and Coach POV videos that show Sam thinking like a coach, plus the new Client Transformations pillar proving his methods work on real people. Credentials plus proof.

CONVERSION

Every video routes viewers to one next step: comment TRAIN to open a coaching conversation. With 18.3K subscribers and 677K views banked, the audience is there. The job is proof and a doorway.

Built and run by Panche P., marketing consultant

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

panchepetrov.com

07

Content Strategy

The Rollout

Fill the missing pillar

The first 90 days

What actually happens, week by week

WEEK 1

Audit the gap

Client Transformations has zero published videos despite being the highest intent content a coaching offer can have. That is the priority.

WEEK 2

Batch training form

Training Form pulls 54 percent of all tracked views from 43 percent of videos. It stays the volume engine while the gap gets filled.

WEEK 3 TO 4

Film the transformations

Real clients, real numbers, real before and after. This is the content that turns a follower into an enquiry.

WEEK 5 TO 8

Show the programming

Programming breakdowns move a viewer from random tips to a coach who clearly has a system.

WEEK 9 TO 12

Add coach POV

Opinion content builds the personality layer that separates him from every other form check channel.

ONGOING

Convert

A channel built from 1K to 18.3K subscribers becomes the proof layer for a premium coaching offer.

One recording day feeds the entire engine

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