

Content Strategy

Client Playbook



Vision Twins

Angelo and Calvin · Men's Weight Loss

262K Instagram followers

10.9M YouTube views

40 videos mapped

What Is Inside

01

The Brand

Two brothers, 300 pounds lost, one coaching brand

02

The Numbers

Real reach across Instagram and YouTube

03

The Pillars

Four pillars and the job each one does

04

The Phases

Foundation, Momentum, Authority

05

The Content

The library and the formats that carry it

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The Funnel

How reach becomes a coaching application

01

Content Strategy

The Brand

Lived it first, then taught it

They lost 300 pounds together

Positioning, audience and why this brand converts



Angelo and Calvin are twin brothers who lost three hundred pounds between them and have kept it off for ten years. They now coach men who have tried every diet, failed every time, and quietly believe they are the problem.

That lived experience is the entire moat. They are not trainers who were always lean. They are the proof that the transformation is possible, which is why their audience trusts them faster than any credential could earn.

WHO THIS SPEAKS TO

Men over 30

carrying 100 lbs plus

Tried everything

and failed publicly

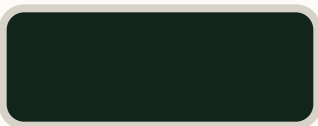
Identity stuck

the fat guy self image

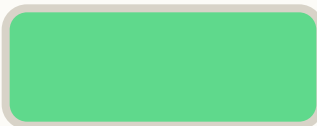
Wants a system

not more willpower

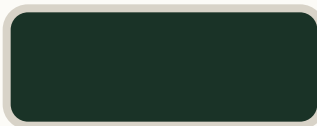
The identity system



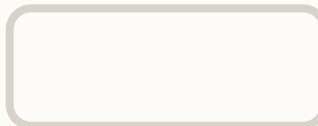
Deep forest
#12251C



Vision green
#5FD98C



Shadow
#1A3327



Paper white
#FCFBF7

Voice: blunt, brotherly, never cruel. Titles name the thing the viewer is afraid to say out loud. The fat boy inside of you. You are not a victim, you are just fat. That honesty is the hook, and it only works because they earned the right to say it.

02

Content Strategy

The Numbers

Reach that a coaching offer can live on

262K on Instagram. 10.9M views.

Where the audience actually sits

262K

Instagram followers

10.9M

YouTube views

40

videos mapped

10 yrs

kept the weight off

What the library tells us

The podcast is the spine

Thirteen numbered podcast episodes anchor the channel. Each one is a long conversation that can be cut into a week of short form without filming anything new.

Client stories carry the proof

Reilly lost 133 pounds in 8 months. Oscar dropped 106 in 12 months. Named clients with real numbers do more selling than any promise the brothers could make themselves.

Identity beats tactics

The strongest titles are not about calories. They are about who the viewer believes he is. That is the angle competitors in this niche keep missing.

03

Content Strategy

The Pillars

Four jobs, one brand

The four pillar mix

Read from the 40 video library

Identity and Mindset

The differentiator

The fat boy identity, why identity determines 100 percent of your weight loss, you are not a victim. This is the angle nobody else in the niche runs, and it is why the audience feels seen instead of sold to.

Client Transformations

The proof engine

Reilly at 133 pounds in 8 months. Oscar at 106 in 12. Brotherhood weekend footage meeting clients who lost 100 pounds. Named people, real numbers, on camera.

Training and Nutrition

The utility layer

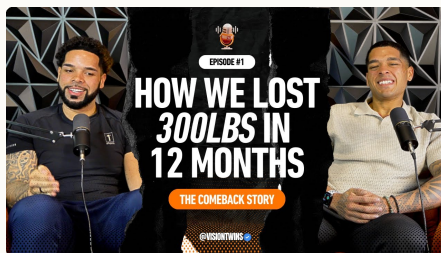
Late night snacking, hunger control, the 4 day split for men over 30. Searchable, practical, endlessly repeatable content that captures intent.

The Podcast

The content spine

Thirteen numbered episodes. One long recording becomes a week of short form, so the engine never starts from a blank page.

What it looks like on the channel



04

Content Strategy

The Phases

How the brand was built

Foundation, Momentum, Authority

The rollout across the engagement

PHASE 1

The format pivot

Foundation

We rebuilt the format live on a recorded strategy call. Scripted 30 to 45 second videos replaced unstructured talking, and visual written hooks went into the first seconds of every piece, the exact pattern proven on a channel doing 16M views.

PHASE 2

The podcast engine

Momentum

Thirteen numbered podcast episodes became the raw material. One long recording session now yields a week of short form across Instagram and YouTube, so consistency stopped depending on motivation.

PHASE 3

Proof at scale

Authority

Client transformations moved to the front. Named clients with real numbers, brotherhood weekend footage, live coaching calls. 262K followers on Instagram and 10.9M YouTube views now feed the coaching application.

Cadence: scripted 30 to 45 second videos on a steady weekly rhythm, repurposed across Instagram and YouTube from a single recording session.

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Content Strategy

The Content

Forty videos, one repeatable machine

The library

A sample of what the system produced



We Lost 300 Pounds Together. Kept It Off 10 Years.

Identity and Mindset

youtube.com/watch?v=iPjnVJNejO4



He Lost 133 Pounds in 8 Months (Client Testimonial)

Client Transformations

youtube.com/watch?v=mqV4e08dX6Y



Oscar Dropped 106lbs in 12 Months. Exactly How.

Client Transformations

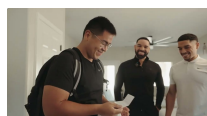
youtube.com/watch?v=Wix3MchAOck



How We Lost 300lbs in 12 Months | Podcast 1

The Podcast

youtube.com/watch?v=aEa94RI4_JQ



Meeting Our Clients Who Lost 100 Pounds

Client Transformations

youtube.com/watch?v=W_xxjITMicY



5 Steps to Lose 100 Pounds (The Truth)

Training and Nutrition

youtube.com/watch?v=sCJM3lri7os

Every video above came from the same system. One recording session, scripted to a structure, packaged with a visual written hook, then cut into short form for Instagram. Forty videos mapped in the content library, each one tagged to a pillar and a publish date.

06

Content Strategy

The Funnel

Attention. Trust. Application.

How reach becomes a client

The machine under the content

ATTENTION

Training and nutrition content plus blunt identity hooks capture men already searching for a way out. Instagram carries the reach at 262K followers.

TRUST

Angelo and Calvin lost 300 pounds themselves and kept it off for a decade. The podcast lets that story breathe, and trust builds faster than any credential could earn it.

APPLICATION

Client transformations with names and numbers close the gap. Reach drives DMs and the coaching application for the mens weight loss 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

Identity first, proof second

The first 90 days

What actually happens, week by week

WEEK 1

Lock the podcast rhythm

A weekly numbered episode is the spine. Everything downstream gets cut from it, so no week ever starts from a blank page.

WEEK 2

Batch the identity angle

Identity and mindset is the pillar nobody else in this niche runs. Script the takes that name what the viewer is afraid to say out loud.

WEEK 3 TO 4

Ship scripted shorts

Thirty to forty five second scripted videos with a visual written hook in the first seconds, the exact pattern proven on a channel doing 16M views.

WEEK 5 TO 8

Front the transformations

Named clients with real numbers. Reilly at 133 pounds in 8 months, Oscar at 106 in 12. Proof outsells promises every time.

WEEK 9 TO 12

Repurpose across platforms

One recording session feeds both Instagram and YouTube. 262K followers on one, 10.9M views on the other, from the same work.

ONGOING

Drive the application

Reach becomes DMs, DMs become coaching applications for the mens weight loss program.

One recording day feeds the entire engine

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