Where [Channel] stands in its niche

[X]%

Your average views per video, as a share of the median for channels your size in [niche].

Your average: [N] views per video

Median of [8 to 12] channels with [range] subscribers: [N] views

Peers in the set: [Channel A], [Channel B], [Channel C] ...

Speaker notes: One number only. Say it, then stop talking. Script: 'Channels your size in this niche get about [median] views a video. You get [client]. That gap is the opportunity, and it's not a talent gap. It's an angle gap.' Source the median from 8 to 12 size peers (Similar Channels with size matching, or Competitor Studio). Never compare them to the biggest channel in the niche.

Three proven angles you're not doing yet

Angle 1: [Name the angle]. Proof: '[Video title]', [Channel] ([subs] subs), [views] views, [N]x its channel average.

Angle 2: [Name the angle]. Proof: '[Video title]', [Channel] ([subs] subs), [views] views, [N]x its channel average.

Angle 3: [Name the angle]. Proof: '[Video title]', [Channel] ([subs] subs), [views] views, [N]x its channel average.

Speaker notes: Each angle needs an outlier from the last 90 days and ideally a channel near the prospect's size. Check their last 30 uploads first so you don't pitch something they already do. Script: 'None of these are guesses. Each one beat its own channel's average by at least 3x in your niche this quarter, and you haven't made one yet.'

The 90-day plan, and what we'd test first

Days 1 to 30: [Angle 1] x [N] videos. Research, packaging, first uploads.

Days 31 to 60: Double down on whichever angle beat your average. Add [Angle 2].

Days 61 to 90: [Angle 3] plus a monthly report against the same niche median.

First test: '[Working title]'. Success = beats your channel average by [1.5]x within 14 days.

Speaker notes: End on a test, not a promise. Name the first video, the success line, and the date you'll know. Do not promise views, leads or revenue. Script: 'If the first test clears the line, we scale the angle. If it doesn't, you've lost one video and we've learned which angle to drop.'

How to fill this deck in about an hour

Slide 1 number (15 min): Similar Channels (size matched) or Competitor Studio benchmarking

Slide 2 angles (20 min): Outlier Finder in the prospect's niche, last 90 days, 3x and up

Check they aren't doing it (10 min): Channel videos list for the prospect's last 30 uploads

Slide 3 first test (10 min): Keyword Research on the first test's topic

Polish and brand (5 min): Your agency template: logo, colours, fonts

Template by OutlierKit (outlierkit.com/resources). Delete this line and add your agency logo.