CLIENT PLAYBOOK

Content *Strategy*



Chris Dufey

The Rainmakers · Coaching Scale Systems

251 videos in 12 months

49,543 YouTube views

476,521 Instagram views

CONTENT STRATEGY

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Chris Dufey · The Rainmakers · Coaching Scale Systems

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01

Content Strategy

The Brand

Who Chris is, the Rainmakers world, and the identity system

THE BRAND

The coach who *scales* coaches

Purpose, positioning, and channels



Chris Dufey is the operator behind The Rainmakers and Rainmakers OS. His content positions him as the coach who scales coaches, and every video is proof of work: real funnels, real revenue math, real systems that take a coaching business from founder dependent to machine driven. The numbers stay on the table in every piece.

We built the content to reach coaches and founder led service businesses at the exact moment they realise they are the bottleneck, then move them toward Rainmakers as the obvious next step. Most of the pieces ship on YouTube across two channels, while Instagram carries the larger audience and the reels with on screen calls to action.

The operator who takes a coaching business from founder dependent to machine driven, with real funnels and real revenue math on screen.

WHERE THE BRAND LIVES ONLINE

251 videos in 12 months
YouTube · two channels, 1,570 and 229 subscribers, the engine, today

5,976 followers
Instagram · 476,521 views across 64 posts, today

4,435 followers
LinkedIn · today

the one dollar trial
Rainmakers OS · where every path lands

The identity system

Violet black	Rainmaker coral	Soft lavender	Paper white
#1C1130	#F0734F	#C9B8F0	#FCFBF7

Voice: Direct, first person, numbers on the table. Titles carry a personal claim and a dollar figure, thumbnails and titles are tested per video, and every reel ends with one clear on screen call to action. Premium, calm, zero hype.

02

Content Strategy

The Numbers

Read from the real catalog, not a claim

THE NUMBERS

Shorts beat long form *2 to 1*

The catalog math from the July 2026 read, and where the channel stands today

Before

9,688

views across the 54 video library, March 24 to July 2, 2026

After

49,543

YouTube views across 251 videos in the 12 months to 14 Aug 2026, today

213

average views per short, July 2026 read

117

average views per long form, July 2026 read

42,107

views on 190 shorts in the 12 month window, today

7,401

views on 61 long forms in the 12 month window, today

WHAT THE NUMBERS SAY

- Shorts outperform long form per video, almost 2 to 1 (213 versus 117 average views at the July read).
- Mindset is the reach engine: 19% of output pulling about 36% of all views, roughly 347 per video.
- First person money titles win. A personal claim with a number is the repeating pattern at the top of both lists.
- Case studies rule long form. The top three long form videos at the July read were all proof pieces (279, 262, 208 views).

July 2026 figures read from the tagged 54 video library. Today figures fetched 28 Sep 2026 across both YouTube channels and Instagram, window 14 Aug 2025 to 14 Aug 2026.

03

Content Strategy

The Pillars

Five content pillars and the job each one does

THE PILLARS

Five jobs, *one* channel

Tagged across all 54 published videos in the library

Sales Systems
20 videos, 3,878 views

The workhorse. 37% of output and the biggest total audience. Funnels, follow up and show up rates.

Mindset
10 videos, 3,466 views

The reach engine. Roughly 347 views per video, the highest of any pillar, from 19% of output.

Case Studies
10 videos, 1,384 views

The proof. Includes the 28X ROAS breakdown, the top long form video in the catalog at the July read.

AI for Coaches
7 videos, 535 views

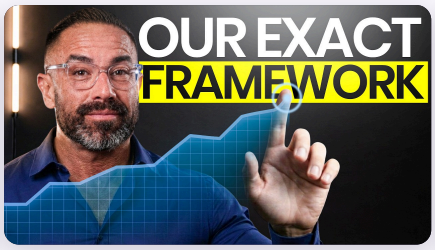
The differentiation play, still early. Automated systems for a coaching business that still sound like Chris.

Client Acquisition
7 videos, 425 views

The direct response pillar that feeds the offer. Speaks straight to the buying moment.

WHAT IT LOOKS LIKE IN THE FEED







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Content Strategy

The Phases

How the machine was switched on

THE PHASES

Foundation, Momentum, *Authority*

The real rollout, read from the real posting dates

PHASE 1

February to March 2026

Foundation

A deliberate start. The $50M+ coaching empires video landed February 4 at 139 views, then late March brought a run of long form proof pieces: three case study videos between March 24 and 31, including the 28X ROAS breakdown at 279 views. Authority before volume.

PHASE 2

Mid April through May 2026

Momentum

Shorts switched on April 18 and ran near daily. The breakouts: 971 views on the $1M lesson short, 902 on the employee fire short, 784 on the billionaire levers, 769 on the 4 week service delivery build. Plain founder truths at volume found the audience.

PHASE 3

June 2026 onward

Authority

The mix matured into named systems: the 15 step show up rate system, the 4 scaling models, the 5 part rebuilt business model, plus the AI for Coaches lane. June brought this epiphany changed my life at 675 views, proof the Mindset lane keeps compounding.

THE RHYTHM

Today the cadence is two long form episodes a week, Monday and Friday, layered over near daily shorts and reels. One recording session banks five long forms, ten shorts and story content.

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Content Strategy

The Franchise

Packaged to be clicked, built to convert

THE FRANCHISE

The first person *money* title

The pattern behind every breakout, next to a real video

FORMAT · PERSONAL CLAIM + NUMBER

1.3K views on the top short, 578 on the top long form, today

TITLE FORMULA

The $4M Coaching System (Steal this)	**1.3K views, top short, today**
The $1M Coaching Model That Lets You Work 3 Days A Week	**578 views, top long form, today**
How One Funnel Generated $282K/Month on $10K Ad Spend (28X ROAS Breakdown)	**292 views, the proof piece, today**

WHY IT WORKS

A specific, personal, quantified title tells a coach exactly what they get and who already did it. The number does the selling, the first person makes it credible, and one idea per video keeps the click honest.

NEXT RUNS

The show up rate system, the 4 scaling models and the client interview series, each packaged with a personal claim and a figure.

THE PACKAGING SYSTEM BEHIND EVERY VIDEO

Specific · Personal · Quantified · One CTA

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Content Strategy

The Funnel

Attention. Trust. Conversion.

THE FUNNEL

How views become *Rainmakers* clients

The machine under the content

Attention STEP 1

Mindset and Sales Systems shorts do the heavy lifting. Short, first person, number driven hooks pull cold coaches and founders into the world near daily, on YouTube and in Instagram reels that end with an on screen call to action.

Trust STEP 2

Long form case studies and system videos turn attention into belief. The 28X ROAS breakdown, the 63 day story and a coach adding $240k in 12 weeks show the system working on real businesses, with the numbers on screen.

Conversion STEP 3

Client Acquisition and AI for Coaches content speaks to the buying moment. Comment DEMO reels and every long form land on the same door: the one dollar Rainmakers OS trial, then the high ticket coaching program.

BUILT AND RUN BY SCALE WITH CAM™

We run the strategy, scripts, editing, thumbnails and posting for this brand as one system. Chris records, we handle everything from the recording to the published piece.

scalewithcam.com

07

Content Strategy

The Rollout

VSL first, everything else supports it

THE ROLLOUT

The first 90 days

What actually happens, week by week

WEEK 1

Shoot the VSL

The flagship conversion video is the centrepiece. Everything else in the system exists to send traffic to it.

WEEK 2

Batch the five long forms

One studio session produces the VSL, the story video, the whiteboard breakdown, the two hours a day video and the client interview.

WEEK 3 TO 4

Cut ten shorts

Shorts outperform long form almost 2 to 1 here, and all five top videos at the July read were shorts. Cut them from the long form already recorded.

WEEK 5 TO 8

Lean on Mindset

The Mindset pillar drives roughly 347 views per video from only 19 percent of output. Weight the schedule toward it while the proof pieces are in edit.

WEEK 9 TO 12

Layer the proof

Case studies and client interviews convert the skeptics who liked the mindset content but have not moved yet.

ONGOING

One CTA only

Every long form ends the same way: try Rainmakers OS for one dollar. No stacked offers, no confusion.

One recording day feeds the entire engine

Chris records one day. We handle strategy, scripts, editing, thumbnails and posting end to end. That is the whole ask.