CLIENT PLAYBOOK

Content *Strategy*



Miguel Girones

The First Class Citizen · Sovereign Living

25K to 326K on Instagram

38.5M reel plays in 12 months

565 videos · 5 pillars

CONTENT STRATEGY

What Is *Inside*

Miguel Girones · The First Class Citizen · Sovereign Living

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01

Content Strategy

The Brand

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

THE BRAND

The man who *lives* the playbook

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. Walking tours, apartment tours and real prices on camera document the life he already lives, in the places his audience is thinking about moving to.

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. Instagram carries the reach, 781 reels and 38.5M plays in twelve months, and YouTube carries the depth, where the long form country breakdowns do the convincing before a consult call is ever booked.

He is positioned as the man who actually lives the sovereign playbook, with the residencies, bank accounts and apartments on camera to prove it.

WHERE THE BRAND LIVES ONLINE

326K
Instagram · followers today, the reach

7,540
YouTube · subscribers today, the depth

38.5M
Reels · plays in the last 12 months

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.

02

Content Strategy

The Numbers

Real results, straight from the analytics

THE NUMBERS

25K to *326K* on Instagram

The before and after, side by side



Before: 25K followers



After: 253K, now 326K

38.5M
reel plays in 12 months

51,831
YouTube views across 26 videos

55%
of those views from Paraguay

565
videos shipped in total

WHAT THE NUMBERS SAY

- Instagram carried about 97 percent of the views in the last twelve months: 781 reels drew 38.5M plays next to 38 YouTube uploads.
- The top three videos on the YouTube channel are all Paraguay content and hold 55 percent of its 51,831 views.
- Every short published cleared 2,100 views against a 1,965 long form average.
- The screenshots show 25K and 253K. The live count on 5 Oct 2026 was 326,219.

Instagram and YouTube analytics. The 26 video pillar read comes from the original playbook; follower and reel counts were refreshed on 5 Oct 2026.

03

Content Strategy

The Pillars

Five content pillars and what each one does

THE PILLARS

Five jobs, one *channel*

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

Country Breakdowns
8 videos · 33,191 views

The engine. 64 percent of all views. The top three videos on the channel are all Paraguay content, and the format reruns in any country.

Wealth and Flags
4 videos · 7,633 views

The smallest pillar by count and the second biggest by total. Every short here cleared 2,100 views. This is where the offer lives.

Sovereign Living
7 videos · 6,316 views

The philosophy layer. The 10 level sovereign system and how he built a first class life across five countries, explained in his own words.

Lifestyle Proof
5 videos · 2,982 views

Receipts that the lifestyle is real: apartments, taxis and cities on camera. He is showing a life he already lives, with the prices attached.

Origin Story
2 videos · 1,709 views

I Left Spain In 2019 earned 981 views and does the trust work no other pillar can: it explains why he left and what he built.

WHAT IT LOOKS LIKE IN THE FEED







04

Content Strategy

The Phases

How the machine was switched on

THE PHASES

Foundation, Momentum, *Authority*

The real rollout, read from the 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 videos 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 rather than browsers. This phase converts the audience the first two phases built into consulting clients.

THE RHYTHM

Roughly one long form video per week from July through December 2025, 3 to 4 per month, spiking to 7 in October. Every short published cleared 2,100 views against a 1,965 long form average, so the shorts layer stopped too soon.

05

Content Strategy

The Franchise

One repeatable format, 55 percent of all views

THE FRANCHISE

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 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 the title promises a specific answer. The viewer sees the destination first and gets the lesson second.

NEXT RUNS

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



13,086 views on this format, 14.3K today

youtube.com/watch?v=cL5PktL3mC0

WHAT EVERY PIECE SHARES

- A title that pairs curiosity with a number
- A thumbnail led by the location
- Real prices and real streets on camera
- One CTA to The First Class Citizen

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.

THE FUNNEL

How views become *clients*

The machine under the content

Attention STEP 1

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 the funnel. On Instagram, 781 reels drew 38.5M plays in twelve months and send profile visits to the link.

Trust STEP 2

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 with apartments, taxis and cities on camera.

Conversion STEP 3

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, and every consult call arrives having already watched him live the system.

BUILT AND RUN BY SCALE WITH CAM™

We run strategy, scripts, editing, thumbnails and posting for this brand as one system. Miguel records, and we handle everything between the recording day and the published video.

scalewithcam.com

07

Content Strategy

The Rollout

The franchise, replicated

THE ROLLOUT

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 before the first conversation.

One recording day feeds the entire engine

We handle strategy, scripts, editing, thumbnails and posting end to end. Miguel records one day, and the rest of the engine runs from that footage.