CLIENT PLAYBOOK

Content *Strategy*



Sam Kemper

Sam Kemper Health · Fitness Coaching, Sydney

1K to 18.3K subscribers

677K channel views

180 videos shipped

CONTENT STRATEGY

What Is *Inside*

Sam Kemper · Sam Kemper Health · Fitness Coaching, Sydney

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01

Content Strategy

The Brand

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

THE BRAND

The credentialed coach people *actually* trust

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. The same channel went from 1K subscribers and 17 videos to 18.3K subscribers and 173 videos, with YouTube as the engine and TikTok and Instagram carrying the short form layer that feeds discovery.

The credentialed coach people actually trust: a certified coach on camera solving one real training problem per video, then pointing to coaching.

WHERE THE BRAND LIVES ONLINE

18.3K
YouTube · subscribers, the engine

57.3K
TikTok · likes on the short form layer

72.1K
Instagram · views across 51 reels in the last 12 months, today

TRAIN
Coaching · the one word comment that opens a coaching conversation

The identity system

Espresso	Amber	Sand	Paper white
#26130E	#F09E4F	#E5C9B3	#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.

02

Content Strategy

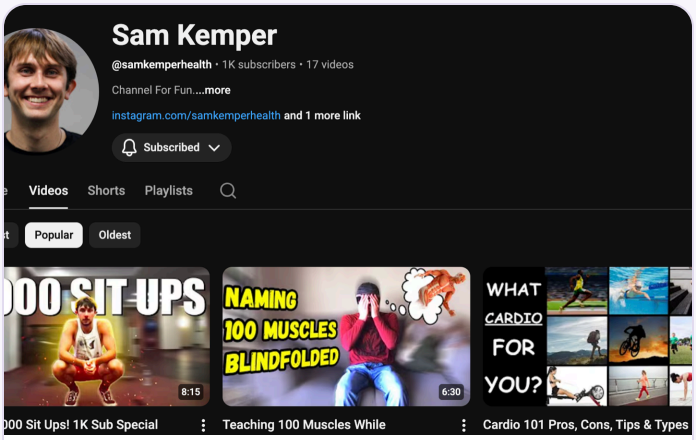
The Numbers

Screenshots and Studio figures from the same channel, before and after

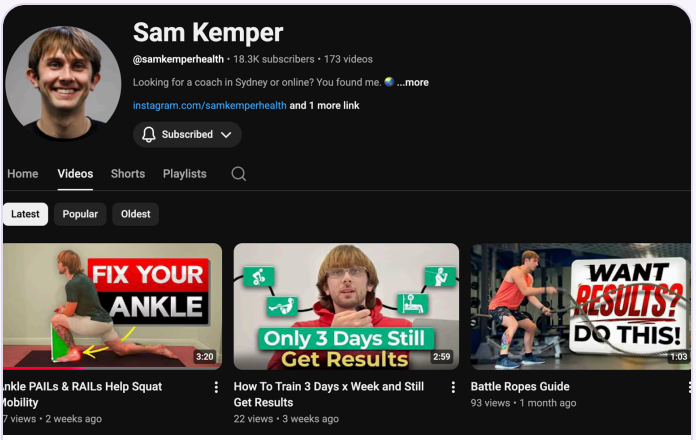
THE NUMBERS

1K to 18.3K on the *same* channel

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

127.6K
views from the 65 videos of the last 12 months, today

180
videos shipped

WHAT THE NUMBERS SAY

- The May 2026 performance review logged 150% view growth since February, with 84% of YouTube views coming from Shorts.
- The channel holds 219 videos today, up from 17 in the before screenshot.
- Five recorded strategy calls on file, February to May 2026.
- Sam extended the engagement to a 6 month done for you partnership.

YouTube channel screenshots, the May 2026 performance review in YouTube Studio, and public channel data pulled 5 Oct 2026.

03

Content Strategy

The Pillars

Four content pillars and what the data says about each

THE PILLARS

Four jobs, *one* channel

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

Training Form

3 of 7 videos, 54% of views

The volume pillar. 233 of 430 tracked views and 78 average views per video against 61 for the library. Battle Ropes Guide leads the 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 working 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 planning a training week like a coach.

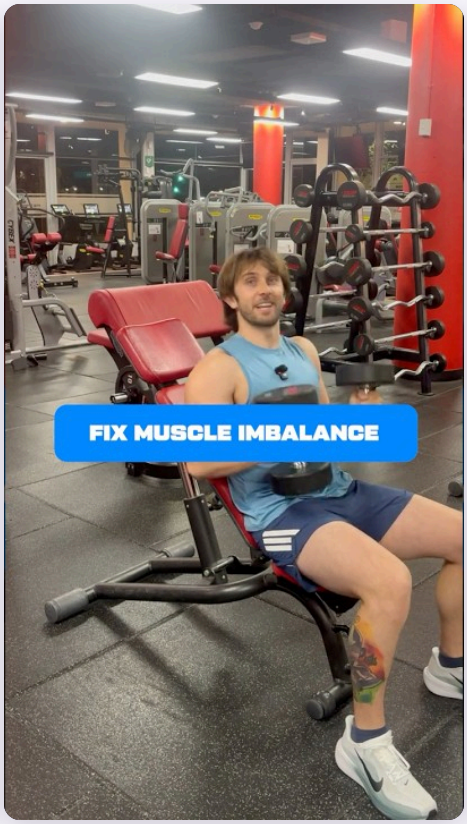
Client Transformations

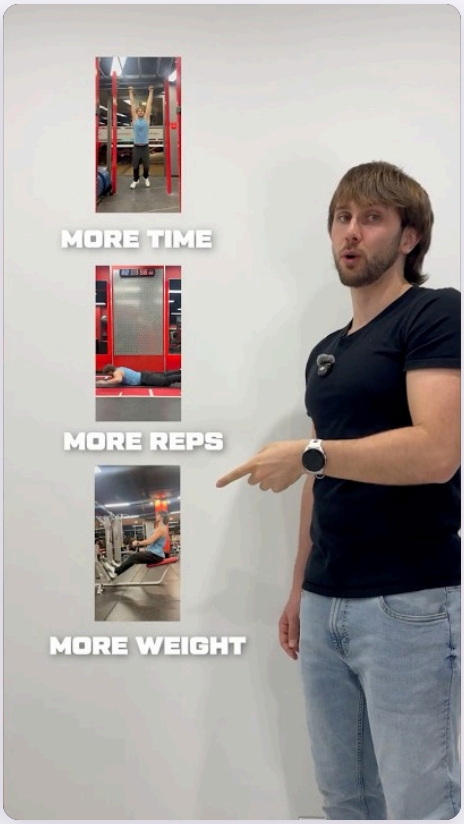
0 videos published, the open gap

The conversion pillar is empty. Zero transformation videos while 18.3K subscribers wait for proof the method works on real people. First priority for new production.

WHAT IT LOOKS LIKE IN THE FEED







04

Content Strategy

The Phases

How the system gets switched on

THE PHASES

Foundation, Momentum, *Authority*

The real rollout, read from the real posting dates

PHASE 1

Feb to Apr 2026, done

Foundation

Set up the publishing system and tested the pillars. 7 tracked videos shipped, 5 long form and 2 short form, across form, programming and coach perspective. Posting ran roughly weekly, Feb 27 to 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 tool and joint topics like the Battle Ropes and Ankle PAILs videos that outperformed. Lift cadence to 2 or more weekly by pairing each long form video with cutdown shorts. Open Client Transformations.

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 discovery works.

THE RHYTHM

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 Franchise

Proven formats rebuilt around a real coach

THE FRANCHISE

The form check is the *franchise*

One exercise, the right rep beside the wrong one, a cue on screen

FORMAT · THE FORM CHECKLIST SHORT

12 runs in the last 12 months, 9 of them past 1K views

TITLE FORMULA

Ab Wheel good vs. bad Form	3.2K
Barbell Rows Form Checklist	2.7K
Back Extension Form Checklist	1.6K

WHY IT WORKS

A form check solves one problem a viewer has in the gym that day. The wrong rep beside the right rep shows coaching quality inside three seconds, and the exercise name in the title keeps search feeding the video.

NEXT RUNS

Three more scripts sit ready in the library for the weeks between form checks: the Clone Comparison Reel, What Actually Helped Me Lose Weight and the Food Swaps Reel.



How To Get Your 1st Pull Up

1.5K views on YouTube and 6.5K on Instagram, the full guide version of the same form first rules.

WHAT EVERY PIECE SHARES

- One exercise per video, named in the title
- The wrong rep beside the right rep, on screen
- A short cue at the exact moment it matters
- Sam demonstrates every rep himself, in the gym

THE PACKAGING SYSTEM BEHIND EVERY VIDEO

Proven format first | Coach credibility second | One idea per video | One CTA only

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

THE FUNNEL

How views become coaching *clients*

The system under the content

Attention STEP 1

Daily short form Training Form content, tool guides, mobility fixes and technique corrections, plus sharp Coach POV hooks. This is the layer the data says earns views: 84% of YouTube views come from Shorts, and the last 12 months banked 127.6K views across 65 videos.

Trust STEP 2

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 STEP 3

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 already there. The remaining work is the proof layer and a clear path into coaching.

BUILT AND RUN BY SCALE WITH CAM™

We run this brand's strategy, scripts, editing, thumbnails and posting as one system. Sam records, we handle everything else.

scalewithcam.com

07

Content Strategy

The Rollout

Fill the missing pillar

THE ROLLOUT

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 Sam 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, with every video closing on comment TRAIN.

One recording day feeds the entire engine

We handle strategy, scripts, editing, thumbnails and posting end to end. Sam's only job is to record on the day.