CLIENT PLAYBOOK

Content *Strategy*



Vision Twins

Angelo and Kalvin · Men's Weight Loss

262K Instagram followers

18.3M reel plays in 12 months

1,024 videos in 12 months

CONTENT STRATEGY

What Is *Inside*

Vision Twins · Angelo and Kalvin · Men's Weight Loss

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01

Content Strategy

The Brand

Lived it first, then taught it

THE BRAND

They lost 300 pounds *together*

Positioning, audience and why this brand converts



Angelo and Kalvin are twin brothers who lost three hundred pounds between them and have kept it off for ten years. They coach men who have tried every diet, failed every time, and quietly believe they are the problem. The audience is men over 30 carrying 100 pounds or more, stuck in the fat guy self image, who want a system rather than more willpower.

That lived experience is the whole advantage. Most trainers in this niche were always lean; these two were not, and they are the proof that the transformation is possible. The audience trusts them faster than any credential could earn it. Our job is to turn that trust into a repeatable content system that feeds the coaching application every week.

Positioned as the two brothers who lost the weight themselves and now coach the system that did it, for men who want a system instead of more willpower.

WHERE THE BRAND LIVES ONLINE

262K	2.7M	60.6K	14
Instagram · followers, the reach	**TikTok** · followers today, the widest audience	**YouTube** · subscribers today, home of the long form	**Podcast** · numbered episodes today, the spine

The identity system

Deep forest	Vision green	Shadow	Paper white
#12251C	#5FD98C	#1A3327	#FCFBF7

Voice: Blunt, brotherly, never cruel. Titles name the thing the viewer is afraid to say out loud, like The Fat Boy Inside of You, and that honesty only works because the brothers earned the right to say it.

02

Content Strategy

The Numbers

Reach that a coaching offer can live on

THE NUMBERS

262K on Instagram. *18.3M* reel plays.

Where the audience actually sits, measured today

Before

300 lbs

heavier, the two brothers combined

After

10 years

kept off, the proof every video stands on

262K

Instagram followers, where the reach sits

2.7M

TikTok followers today

18.3M

reel plays in the last 12 months

1,024

videos published in the last 12 months

WHAT THE NUMBERS SAY

- Instagram does the heavy lifting: 840 reels in 12 months took 18.3M plays between them, with the top two runs at 1.4M and 1.3M.
- YouTube holds the long form: 60.6K subscribers today, 14 numbered podcast episodes, and 10.9M views at the time of the original library audit.
- Client stories carry the proof: Reilly lost 133 pounds in 8 months, Oscar dropped 106 in 12 months, both on camera with their names.
- The strongest titles are about who the viewer believes he is. Competitors in this niche keep missing that angle.

Platform follower counts from the October 2026 pull; reel plays and video counts cover 14 August 2025 to 14 August 2026; YouTube views and client results from the original library audit.

03

Content Strategy

The Pillars

Six jobs, one brand

THE PILLARS

Six jobs, *one* brand

Read from a full year of the library, 1,024 videos across Instagram and YouTube

Identity and Mindset
The differentiator

The fat boy identity, why identity determines 100 percent of weight loss, you are not a victim. Nobody in the niche runs this angle; the audience feels seen.

Client Transformations
The proof engine

Reilly at 133 pounds in 8 months. Oscar at 106 in 12. Brotherhood weekend footage with 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 and repeatable; the top workout circuit reel took 873.8K plays.

The Podcast
The content spine

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

Comparison Reels
The repeat format

Two or three options set against each other and ranked. Unsupportive Wife vs Supportive Wife took 1.1M plays, then 462.8K on its second run.

Comment Keyword Reels
The DM opener

Comment RECIPE for our meal plan ran twice in July 2026 at 1.4M and 1.3M plays. The comment moves the viewer into the DMs, where applications start.

WHAT IT LOOKS LIKE IN THE FEED







04

Content Strategy

The Phases

How the brand was built

THE PHASES

Foundation, Momentum, *Authority*

The rollout across the engagement

PHASE 1

June 2026, strategy call

The format pivot

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

PHASE 2

Weeks 1 to 4

The podcast engine

Numbered podcast episodes became the raw material, 14 of them in the library today. One long recording session yields a week of short form across Instagram, TikTok and YouTube, so consistency stopped depending on motivation.

PHASE 3

Weeks 5 to 12

Proof at scale

Client transformations moved to the front: named clients with real numbers, brotherhood weekend footage, live coaching calls. 262K Instagram followers, 2.7M on TikTok and 18.3M reel plays in 12 months now feed the coaching application.

THE RHYTHM

Scripted 30 to 45 second videos on a steady weekly rhythm, cut from a single recording session and posted across Instagram, TikTok and YouTube.

05

Content Strategy

The Franchise

Two options, one verdict, re-run with a new pair each time

THE FRANCHISE

One format the brand can *repeat*

The comparison reel, and what every run shares

FORMAT · THE COMPARISON REEL

Top run 1.1M plays. Bad, Good, Excellent ran three times in 2026 and the third run took 750.1K.

TITLE FORMULA

Unsupportive Wife vs Supportive Wife	1.1M plays
Bad, Good, Excellent	750.1K plays
Ranking The Best Weight Loss Tips	605.7K plays

WHY IT WORKS

The viewer places himself on one side within the first seconds, before any advice lands. The pair changes each run while the structure stays fixed, so new episodes come out of the same recording day as everything else.

NEXT RUNS

Athletes vs Fat Guys and Old School vs New School already exist as podcast episodes; they are the next pairs to cut into reels.



Bad, Good, Excellent

The August 2026 run took 750.1K plays on Instagram

WHAT EVERY PIECE SHARES

- A written hook on screen in the first seconds
- One pair or ranking per video, 30 to 45 seconds
- Both brothers on camera with a blunt verdict
- A save, follow or comment prompt in the caption

THE PACKAGING SYSTEM BEHIND EVERY VIDEO

Written hook in the first seconds · 30 to 45 seconds, scripted · Title names the fear out loud · One cut, three platforms

06

Content Strategy

The Funnel

Attention. Trust. Application.

THE FUNNEL

How reach becomes a *client*

The system under the content

Attention STEP 1

Training and nutrition content plus blunt identity hooks capture men already searching for a way out. Instagram carries the reach at 262K followers and 18.3M reel plays in 12 months; TikTok adds 2.7M followers today. Comment keyword reels turn a view into a DM in one step.

Trust STEP 2

Angelo and Kalvin lost 300 pounds themselves and kept it off for ten years. The podcast gives that story room across 14 numbered episodes, and named client results, Reilly at 133 pounds in 8 months and Oscar at 106 in 12, do the selling the brothers never have to do themselves.

Conversion STEP 3

Client transformations with names and numbers close the gap. Reach drives DMs, and DMs become applications for the men's weight loss coaching program. The captions carry a save, follow or comment prompt, so the next step is always in reach.

BUILT AND RUN BY SCALE WITH CAM™

We run strategy, scripts, editing, thumbnails and posting for this brand as one system. The brothers record; we handle everything after the camera stops.

scalewithcam.com

07

Content Strategy

The Rollout

Identity first, proof second

THE ROLLOUT

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 starts from a blank page. Fourteen episodes already exist, so the format is proven.

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, then record them in one sitting.

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. The first comparison pairs go out here.

WEEK 5 TO 8

Front the transformations

Named clients with real numbers go to the front of the feed: Reilly at 133 pounds in 8 months, Oscar at 106 in 12, and the brotherhood weekend footage of clients who lost 100 pounds.

WEEK 9 TO 12

Repurpose across platforms

One recording session feeds Instagram, TikTok and YouTube, so the same cut reaches 262K followers on Instagram, 2.7M on TikTok and 60.6K YouTube subscribers today.

ONGOING

Drive the application

Reach becomes DMs, DMs become coaching applications for the men's weight loss program. Comment keyword reels keep new DMs coming every week.

One recording day feeds the whole system

We handle strategy, scripts, editing, thumbnails and posting end to end, so the only task left for the brothers is to record.