withnicoleyoung-strategy-cover



EXECUTIVE YOUTUBE PACKAGING STRATEGY

Nicole Young (@withnicoleyoung)

Tech Strategist • Speaker • Solopreneur | TEDx Speaker | Former enterprise tech marketing leader who replaced her corporate salary in six months post-layoff, generating $110,800 across high-margin AI consulting, brand partnerships, and digital systems without chasing vanity viral views.

INSTAGRAM HANDLE	AUDIENCE	STRATEGY MODEL
@withnicoleyoung	52,500+ Followers	PMC G.A.P.S. Information Gap Architecture

pillar_01_claude_business_os

PILLAR 01

The "Amplify, Not Replace" Claude Business OS

Direct counter-positioning against robotic AI slop. Positions Nicole as the premier human-first AI strategist who uses Anthropic Claude to automate operations, inbox triage, and schedule optimization while strictly preserving creative voice.

- **Core Principle:** Human Strategy First, AI Automation Second
- **Operational Engine:** 5-Part Claude Workflow (Inbox, Scheduling, Research)
- **Anti-Slop Boundary:** "Claude Is Not Allowed to Write My Content"

BENCHMARK: 76% RETENTION • 14x-38x MULTIPLIER

pillar_02_post_layoff_salary_replacement

PILLAR 02

Post-Layoff Tech Salary Replacement ($0 to $110,800)

Transforms layoff vulnerability into a resilient solopreneur blueprint. Demonstrates how treating personal brand as an executive consulting and partnership funnel replaces corporate income with under 50K followers.

- **Core Tension:** Tech Layoff Vulnerability vs. 6-Figure Solopreneurship
- **Financial Architecture:** $38K Brand Deals + Consulting + Digital Systems
- **Small-Audience Advantage:** High-Ticket Conversions with Under 50K Followers

BENCHMARK: 81% RETENTION • 18x-50x MULTIPLIER

pillar_03_sponsorship_negotiation

PILLAR 03

The 100-Day Discovery & $8,000 Sponsorship Negotiation

Extracts the 80/20 commercial discovery from her viral 100-day daily posting sprint. Solves the monetization gap by teaching solo creators how to counter lowball sponsor offers and secure $8,000 retainers.

- **80/20 Discovery:** Only 3 Content Types Drive 90% of Revenue
- **Negotiation Masterclass:** Countering $1,500 Lowballs to $8,000 Approved
- **AI Deal Prep:** Using Claude to Analyze Brand Budgets & Value Metrics

BENCHMARK: 73% RETENTION • 12x-35x MULTIPLIER

strategic_rationale

STRATEGIC RATIONALE

Direct counter-positioning against robotic AI slop. Positions Nicole as the premier human-first AI strategist who uses Anthropic Claude to automate operations while strictly preserving creative voice.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Cold open holding up her coral-red notebook: "Claude is not allowed to write my content. Here is the five-part system I actually use to run my six-figure solo business."

concept_01_var_01

VARIATION 01

PROCESS GAP



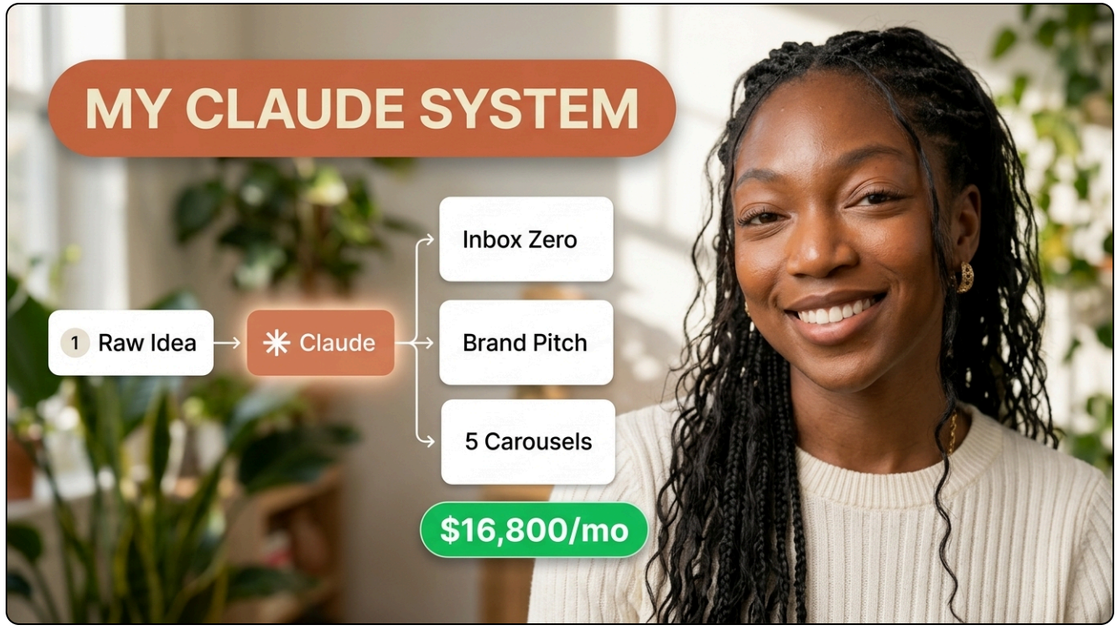
"Stop Using Claude Like ChatGPT: The 5 Daily Workflows That Run My Solo Business"

Visual Theory: Nicole holding her coral notebook alongside blocked vs active Claude permission toggles in deep botanical green.

concept_01_var_02

VARIATION 02

TEAM-LEVERAGE GAP



"How I Use Claude Every Day to Do the Work of a 4-Person Marketing Team"

Visual Theory: Minimalist workflow tree showing 1 raw idea expanding via Claude into inbox zero, pitch decks, and carousels.

strategic_rationale

STRATEGIC RATIONALE

Transforms layoff vulnerability into a resilient solopreneur blueprint. Demonstrates how treating personal brand as a consulting funnel replaces corporate income with a small audience.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Nicole looking directly into camera with her real green spreadsheet on screen: "Six months ago I was laid off from tech. Here is the exact financial breakdown of how I made $110,800."

concept_02_var_01

VARIATION 01

TRANSFORMATION GAP



"How I Replaced My Tech Salary in 6 Months After Being Laid Off (0 to $110,800)"

Visual Theory: Corporate layoff badge transitioning via an upward green trendline into a verified $110,800 spreadsheet card.

concept_02_var_02

VARIATION 02

SMALL-AUDIENCE MATH GAP



"Making a 6-Figure Living With AI: Full Income Breakdown & Business Math"

Visual Theory: Split workspace showing Nicole at her MacBook with matcha latte, paired with a detailed 3-stream revenue breakdown.

strategic_rationale

STRATEGIC RATIONALE

Extracts the 80/20 commercial discovery from her viral 100-day daily posting sprint, separating zero-dollar vanity views from content formats that attract high-paying clients and sponsors.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Graphic visual grid showing 97 social posts dimmed out in gray, cutting straight to Nicole holding her coral notebook: "After 100 days of daily posting, 90% of my income came from just 3 video types."

concept_03_var_01

VARIATION 01

DISCOVERY GAP



"I Posted Daily for 100 Days: Only These 3 Content Types Actually Made Me Money"

> **Visual Theory:** A 97-post dimmed gray grid with 3 elevated matcha green and cream cards popping forward under bold ONLY 3 PAY text.

concept_03_var_02

VARIATION 02

NEGOTIATION GAP



"How to Land $8,000 Brand Deals With a Small Audience (My Exact Negotiation System)"

> **Visual Theory:** Zoomed-in email graphic showing a $1,500 initial offer crossed out and countered to $8,000 approved beside Nicole.

gaps_workflow_system

METHODOLOGY & NEXT STEPS

The PMC G.A.P.S. Outbound Workflow

1

Grounding & Ingestion

Short-form performance metrics, Claude workflows, and visual anchors are ingested to construct an authentic long-form persona.

2

G.A.P.S. Framing

Core topics are mapped to Ambiguity, Promise, Status, and Action psychological gaps to maximize high-intent CTR.

3

High-Conversion Packaging

Widescreen 16:9 thumbnails and titles are rendered for immediate deployment across long-form YouTube channels.

executive_channel_booking

NEXT IMMEDIATE STEP

Schedule Your 15-Minute Strategy Walkthrough

Direct executive link with Peace Media Company leadership. Click below to coordinate your session.

Book Strategy Meeting →

contact@peacemediacompany.com