

FICTIONAL EXAMPLE / ROWAN / PART 1 OF 3

Find a useful point of view

The Practical Kitchen

Decision: Build a useful, repeatable offer before relying on audience income.

Your starting point

Rowan is a fictional experienced cook developing The Practical Kitchen: clear, approachable food skills for busy beginners. The scenario allows eight hours per week for content and business development. No audience size, engagement, sponsorship, or revenue is established.

Recommended positioning

Teach a practical cooking skill that makes someone's next meal easier. Focus on useful demonstrations and repeatable beginner wins. A narrow promise gives the audience a reason to return and helps the creator decide which ideas to leave out.

Audience and content themes

Start with busy beginners who want confidence and less confusion in the kitchen. Test three themes: foundational techniques, simple meal preparation, and fixes for common mistakes. Treat this audience description as a hypothesis; use questions and actual responses to refine it.

Your three-channel system

Discovery: short Instagram demonstrations. Depth: one thoughtful YouTube lesson each week, only if the workload supports it. Ownership: a useful email recipe note for people who choose to subscribe. Reuse the same core lesson across formats instead of producing three unrelated streams.

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Build a rhythm and an income hypothesis

An eight-hour weekly plan

Illustrative allocation: two hours for planning and preparation, two for batch filming, two for editing and publishing, one for an email note and replies, and one for business development and review. Measure actual time. Reduce frequency if this schedule cannot be sustained.

A repeatable content unit

Choose one beginner problem. Show the technique, explain the most common mistake, and give one action to try. Turn that lesson into a short demonstration, a deeper explanation, and an email note. Each piece should be useful on its own while supporting the same promise.

Monetization sequence

First test a paid content-production service that does not require a large audience. Consider workshops or other audience offers only after demand is demonstrated. Sponsorships, affiliate income, and paid products are options to evaluate; this example assumes none of them will arrive automatically.

Illustrative service economics

Assume one tightly scoped production package at \$300 and \$50 in direct project costs. The \$250 contribution before tax, equipment, insurance, and overhead equals \$31.25 per hour if the full project takes eight hours; at twelve hours it falls to \$20.83. These invented planning inputs demonstrate a calculation, not a market rate or earnings forecast.

Protect the business

Set deliverables, usage rights, revisions, and payment terms before accepting client work. Keep editorial claims supportable. Decline arrangements that require misleading endorsements or obligations beyond available time.



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Your first 90 days

Days 1-30: prove usefulness

Create six practical lessons. Ask viewers which step remains confusing and which problem they want solved next. Track production time and meaningful responses. Test one scoped paid-production offer. Deliverable: a starter content portfolio, audience-learning log, and first offer.

Days 31-60: repeat what works

Repeat the clearest, most useful format. Improve explanations using actual questions. Maintain the email note for opt-in subscribers. Review the workload before adding channels. Deliverable: a sustainable publishing calendar and an updated audience definition.

Days 61-90: choose a business direction

Review repeat engagement, inquiries, paid work, and actual economics. Decide whether to emphasize production services, an audience offer, or more validation. Deliverable: a next-quarter plan with a manageable schedule, a defined offer, and explicit assumptions.

Reasons to reconsider

Do not make personal income commitments from projected followers or views. Stop or reduce a cadence that exceeds the eight-hour ceiling. If an offer has no credible buyer response, revise it before increasing production. A bigger audience alone is not proof of a viable business.

Your next action

Plan and film the first useful lesson. Record the time spent and one question to ask the audience. Bring the evidence back into the plan before expanding it.