Illustrative public-data analysis table

Personal Brand Authority Avg score: 60.1 Results: 2	Authority-driven strategy and personal-proof content.	The market rewards visible expertise and a confident point of view.	Use as an authority pillar, but narrow the client position beyond broad personal-brand advice.
Brand Strategy Foundation Avg score: 56.9 Results: 1	Definitions, brand clarity, and audience perception education.	Foundational education remains credible and useful when presented clearly.	Use for trust-building content that frames the client as a strategist.
Lead Generation / Conversion Avg score: 40.2 Results: 1	Tactical lead-generation promise.	Attractive but potentially crowded or low-trust if overclaimed.	Use as conversion-adjacent content only after authority and clarity are established.
Agency / Service Business Avg score: 36.2 Results: 1	Service-business and agency growth context.	Relevant for coaches, consultants, and expert-led businesses.	Use to connect channel strategy to client acquisition and business infrastructure.

Excerpt from an existing Channel Launchpad Research Showcase sample.

No private customer name, email address or account details included.

This sample illustrates research structure, not a completed purchase or result guarantee.

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Architecture-led positioning	The visible set leans toward broad branding, personal authority, or growth content. Few examples convert that into a full channel system.	Position the client around channel architecture: positioning, proof, pillars, and execution-ready recommendations.
Conversion without low-trust tactics	Lead-generation topics can attract attention but often sound inflated or generic.	Use conversion content after authority content, anchored in proof and realistic execution.
Differentiation from personality-led authority	Large personalities are hard to out-volume or out-personality.	Compete through specificity, structure, and sharper market framing rather than personality scale.
Systems and implementation clarity	Many results explain branding or growth, but fewer show the operating system behind the channel.	Build content around repeatable infrastructure, not isolated tips.

Main strategic gap

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Personal Brand Authority appeared as the strongest repeated video pattern in the sample.	The client should not copy broad authority content; they should narrow it into a more defensible architecture-led position.
Brand Strategy Foundation remains a strong educational signal.	Clear definitions and strategic education should be part of the channel plan, not just filler content.
The Futur and GaryVee functioned as the strongest benchmarks in the reviewed set.	The market rewards two different authority paths: institutional education and personality-led proof. The client should choose a path deliberately.
Lead-generation and agency topics are present but lower signal in this sample.	Conversion topics should be used carefully and supported by credibility, evidence, and positioning clarity.
Early-stage channels exist in the category but show limited proof.	There is still room for a more polished, systems-based player to enter the market with a stronger strategic package.

Why clients benefit

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