sophii.svg-strategy-cover

EXECUTIVE YOUTUBE PACKAGING STRATEGY

Sophii (@sophii.svg - Finance, but make it pretty)

sophii ✨ | Finance, but make it pretty. Let's design a life that looks good and pays well. money • investing • taste. Toronto |
hello@sophii.co

INSTAGRAM HANDLE	AUDIENCE	STRATEGY MODEL
@sophii.svg	32,100 Followers	PMC G.A.P.S. Information Gap Architecture

strategic_rationale

STRATEGIC RATIONALE

Taps into massive search intent around AI hardware, water stocks, and ETF sector choke points. Translating complex stock reading into a visually clean Figma-style framework builds immense authority among young tech & creative professionals.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Show a side-by-side comparison of a confusing traditional stock chart vs Sophii's clean Cobalt Blue Figma UI stock chart.

concept_01_var_01

VARIATION 01 | Ambiguity Gap



"The 6 AI Chokepoints Making Me $850k (The Stocks Nobody is Buying)"

concept_01_var_02

VARIATION 02 | Promise Gap



"How to Actually Read a Stock: The Complete Beginner's Investing Blueprint"

strategic_rationale

STRATEGIC RATIONALE

Delivers actionable income scaling strategies, digital asset creation frameworks, and net worth building tips tailored for creatives.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Sophii holding her mini DJI mic, revealing her real monthly income spreadsheet breakdown on a floating UI screen.

concept_02_var_01

VARIATION 01 Ambiguity Gap



"What I'd Do If I Had $0 Net Worth (The Income Maxxing Blueprint)"

concept_02_var_02

VARIATION 02 Promise Gap



"Getting Rich the Lazy Way: How I Built a $950k Portfolio in My 20s"

strategic_rationale

STRATEGIC RATIONALE

Demonstrates how to build automated, aesthetic money dashboards using design tools like Figma and Notion.

retention_hook_10s

FIRST 10-SECOND RETENTION HOOK

Show a live screen capture of her interactive Figma net worth dashboard updating in real-time.

concept_03_var_01

VARIATION 01 Status Gap



"Inside My $950k Net Worth Dashboard (The Exact Figma System I Use)"

concept_03_var_02

VARIATION 02 Action Gap



"Click to Unpause: The Exact Budgeting & ETF Template I Use Every Month"

gaps_workflow_system

METHODOLOGY & NEXT STEPS

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

1

Grounding & Ingestion

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

2

G.A.P.S. Framing

Topics are mapped to Ambiguity, Promise, Status, and Action psychological gaps to maximize CTR.

3

High-Conversion Packaging

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