

PUBLIC REPORT BY PROMTPRESS

Channel audit

Books to Millions | Business Blog



@ikniga

Top business blog 📖Squeezing books to the core: ideas, money, mindset. 📖Author's books — <https://www.litres.ru/author/aleksey-korneluk/> □ We write books turnkey — <https://expert-book.pro/> 📖 Ads:...

SUBSCRIBERS

872 226

-12784 per month

ERR (% SEE POSTS)

8.0%

per day 2.1%

REACH/POST

71.7K

ad reach 18.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who & How Mentions the Channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 872 226 —	 SUBSCRIBER REACH 8.23% avg % subs see post	 VIEWS/POST 71.7K median 53.6K · 25 days	 POSTS/WEEK 1.9 for period
 7D TREND — no data for period	 REACTIONS/POST 681.4 total 4,770 reactions, 890 reposts, 464 comments	 POST LENGTH 955 chars median 1000 · 25 days	 POSTS ANALYZED 7 25 days
 AD REACH 18.6K 24h avg	 CHURN / MONTH -12784 last month	 CITATION RATE 1 068 citation index · 1,701 channels mentioned it ever	 CHANNEL AGE 7 years 11 months created 25.06.2018

AI EDITOR SUMMARY

Channel «Books for millions | business blog» — 872 226 subs. Each post averages 71.7K people (8% of subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0 per day) — infrequent posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 7 posts in 25 days.
- 02 Dominant format — Photo (7/7 posts).
- 03 Avg post length — 955 chars (median 1000).
- 04 Peak Audience Activity — Wednesday, 11:00 MSK.
- 05 Top posts get 3x more views than the weakest (111.9K avg top vs 37.6K worst) — among 7 posts in 25 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 08:43 PHOTO At some point I stopped devouring books by the dozen. Because I realized one unpleasant thing. Most of them vanished from my head within...	VIEWS 152 303 REP. 134	REACTIONS 968 ER 17.5%
Nº2 22.05 · 06:55 PHOTO The older I get, the less I believe in people who read a hundred books a year. Usually they're the most lost. They devour books like...	VIEWS 128 219 REP. 228	REACTIONS 905 ER 14.7%
Nº3 15.05 · 11:34 PHOTO Most people read books like they drink on Fridays. To forget their own lives for a while. A new book gives...	VIEWS 55 240 REP. 190	REACTIONS 655 ER 6.3%

Nº418.05 · 08:24PHOTO People devour books by the stack. A book a week. A book a day. Some have turned reading into a sport. And yet their lives remain just as...	VIEWS 53 590 REP. 176	REACTIONS 567 ER 6.1%
Nº519.05 · 13:45PHOTO For the past few years I've talked a lot about other people's books. Analyzed ideas. Searched for meaning. Tried to understand why some thoughts resonate...	VIEWS 50 821 REP. 33	REACTIONS 384 ER 5.8%

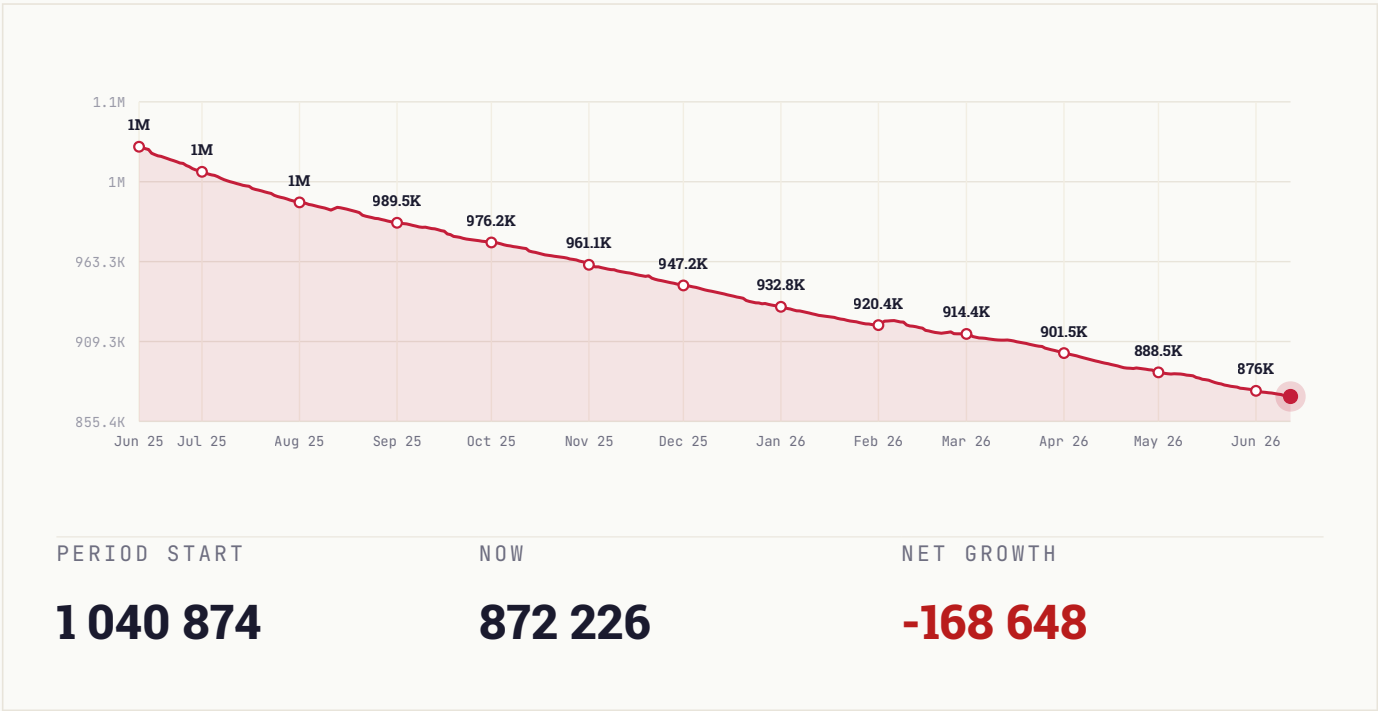
WORST 3

↓19.05 · 13:45PHOTO For the past few years I've talked a lot about other people's books. Analyzed ideas. Searched for meaning. Tried to understand why some thoughts resonate...	VIEWS 50 821 REP. 33	REACTIONS 384 ER 5.8%
↓01.06 · 11:07PHOTO You're not reading. You're hiding. I've been reviewing books for eight years. Almost 500 episodes. Free. Business, money, habits, psychology, all...	VIEWS 41 888 REP. 74	REACTIONS 1 143 ER 4.8%
↓10.06 · 07:02PHOTO One book. One month. One change. Lately I've written a lot about how books alone change almost no one. And the longer I...	VIEWS 20 128 REP. 55	REACTIONS 148 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

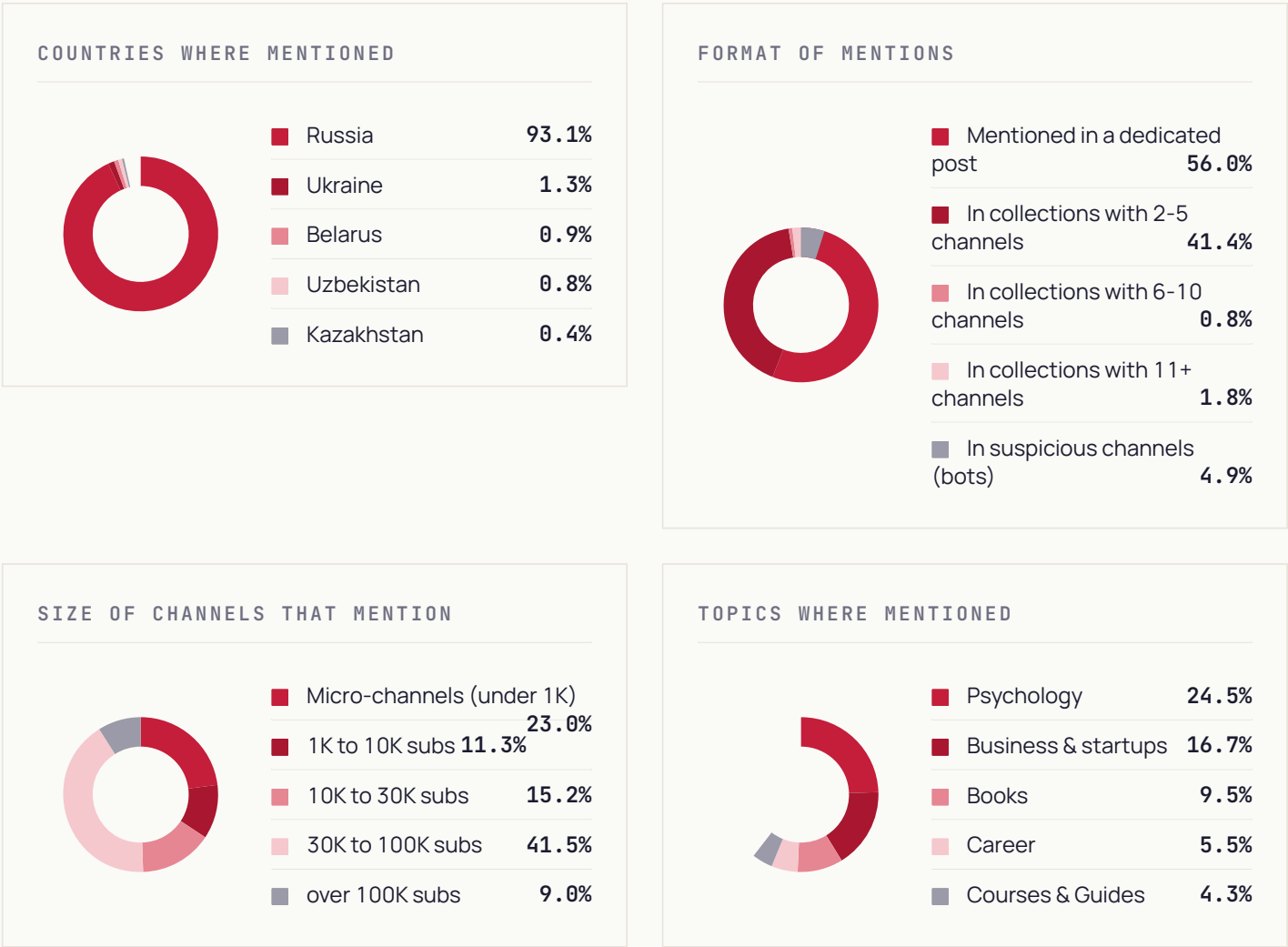
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who & How Mentions the Channel

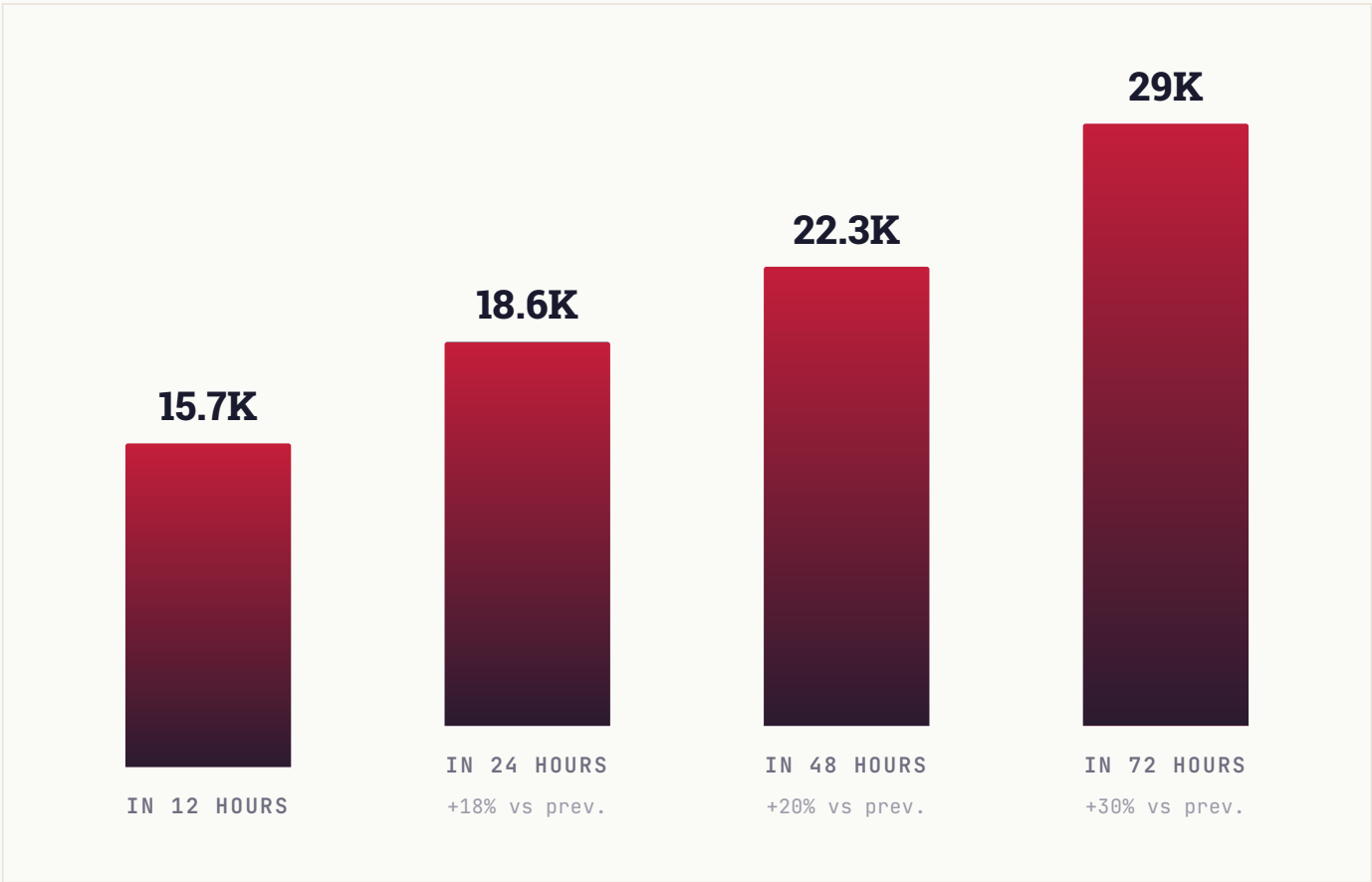
Citation index **1 068** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **1 701** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Books to Millions Business Blog YOU	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
E- E-commerce	254.7K

COMPARATIVE INSIGHT

Channel in top-2 niches (#2 of 100 category channels). One of the leaders — client-partners can go for cross-promo with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **132**, they brought **2 328** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	33	16	152
Nov 2025	16	9	343
Oct 2025	19	13	0
September 2025	16	9	49
August 2025	22	13	1 784
July 2025	26	19	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
132	6	2 328

— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

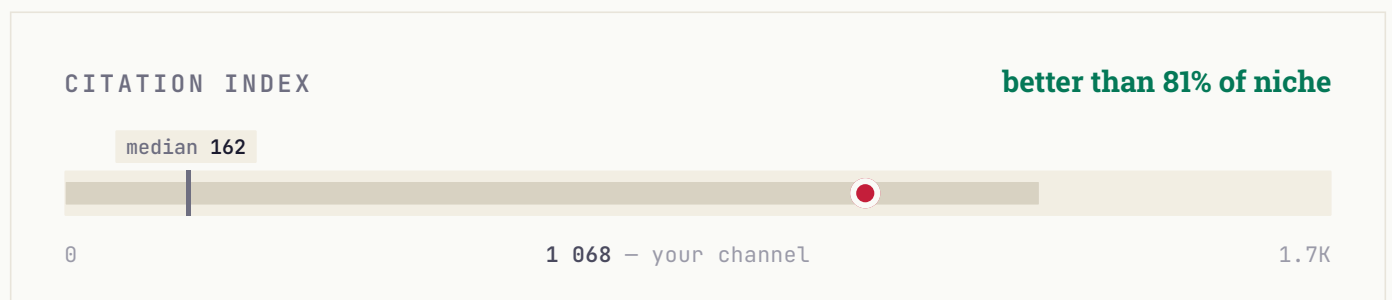
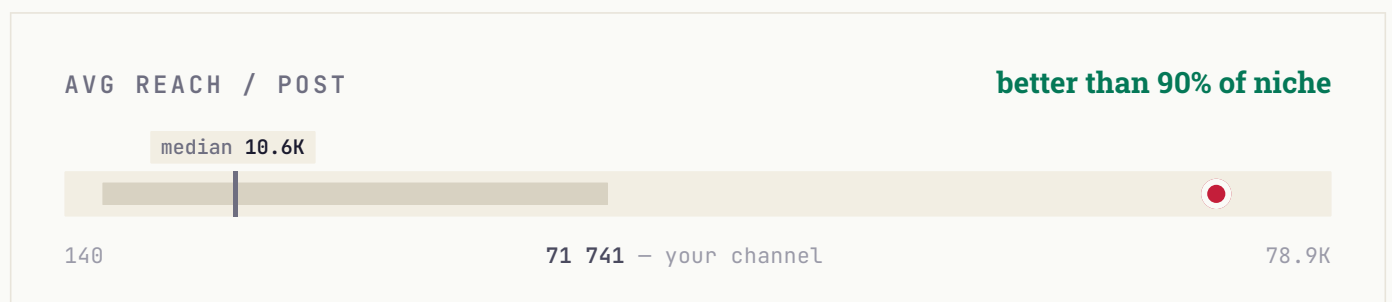
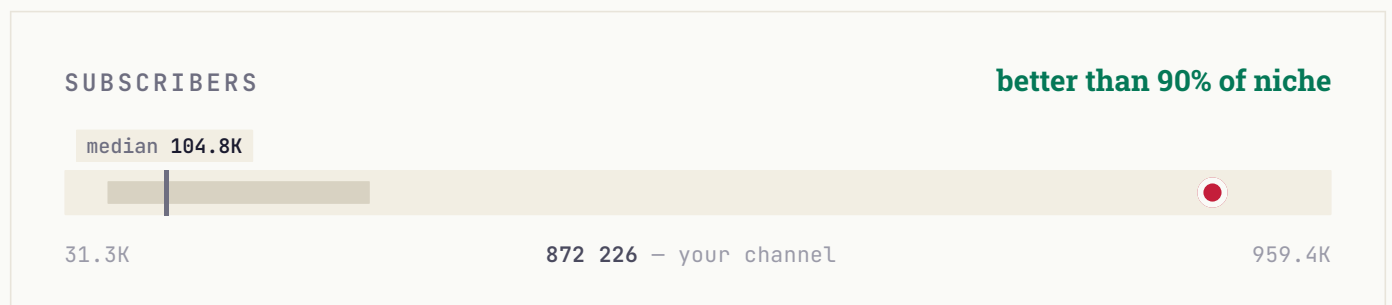
Top-100 channels in category "Business & startups» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#2

/100

RANK IN NICHE

Channel in top 2% business & startups Russia



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Increase posting frequency

Now 1.9 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — Wednesday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best Time for
Key Posts**

03

Increase video posts share

Video in Telegram holds audience longer and is favored
by the algorithm. We recommend reaching 15-25%.

EFFECT

**Video retains
audience
better**

04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium
channels), **Native** (native integrations), **Premium**
(target audience). PromptPress picks sources for your
niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One
weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. To go further — run ads with us and close your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager