

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## I AM A MANAGER



@irukovoditel

I've led people, teams, and projects for 16+ years. Best at writing about control, motivation, delegation. Contact, ads:

@iRukovoditelBot Link: <https://t.me/+0TjrS6TeNBhZjRi> ✓ RKN:...

SUBSCRIBERS

**31 641**

-261 per month

ERR (% SEE POSTS)

**8.0%**

last day **3.6%**

REACH/POST

**2.4K**

ad reach **1.1K/24h**

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**— CONTENTS · 2026**

# What's inside the report

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**01 Channel snapshot**

12 key metrics · AI summary

**02 Content analysis**

Top-5 posts · worst 3 · insights

**03 Subscriber dynamics**

Yearly chart · growth

**04 Quotability**

Who mentions the channel and how

**05 Ad potential**

How long a post generates reach

**06 Competitors**

Niche neighbors · your spot

**07 Mention dynamics**

6 months · monthly

**08 Niche comparison**

Rank in «Business &amp; 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.

|                                                                                                                                                    |                                                                                                                                                                                      |                                                                                                                                                                                   |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>31 641</div> <div>—</div>            | <div> SUBS REACH</div> <div>7.66%</div> <div>avg % subs see post</div>                              | <div> VIEWS/POST</div> <div>2.4K</div> <div>median 2.5K · 29 days</div>                          | <div> POSTS/WK</div> <div>11.5</div> <div>for period</div>                          |
| <div> 7D TREND</div> <div>-3.7%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>40.8</div> <div>total 2K reactions, 672 reposts, 897 comments</div> | <div> POST LENGTH</div> <div>508 chars</div> <div>median 312 · 29 days</div>                     | <div> POSTS ANALYZED</div> <div>49</div> <div>29 days</div>                         |
| <div> AD REACH</div> <div>1.1K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>-261</div> <div>last month</div>                                   | <div> QUOTABILITY</div> <div>357</div> <div>citation index · 611 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>7 years 9 months</div> <div>created 17.09.2018</div> |

AI EDITOR SUMMARY

Channel "I'm the Boss" — 31 641 subs. Each post gets avg 2.4K people (8% of subs), reach is low — consider expanding audience. Publishes 12 posts/week (~2/day) — regular schedule. For week Jun 29 – Jul 5 reach stable (-3.7% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **49** posts over 29 days.
- 02 Dominant format – **Photo** (31/49 posts).
- 03 Avg post length – **508** chars (median 312).
- 04 Audience peak – **Friday**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (3.1K avg for top vs 1.9K for worst) – among 49 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                         |                                                                    |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>19.06 · 12:00</div><div>PHOTO</div></div> <div>Here's another topic and a few questions from a subscriber. Share your experience in comments. Remember, you can ask...</div>                                    | <div>VIEWS</div> <div>3 203</div> <div>REPOSTS</div> <div>4</div>  | <div>REACTIONS</div> <div>16</div> <div>ER</div> <div>10.1%</div> |
| <div><div>Nº2</div><div>16.06 · 13:22</div><div>TEXT</div></div> <div>TELL US, DO YOU PRETEND? I mean busywork, not what you thought. Does anyone in your company...</div>                                                              | <div>VIEWS</div> <div>3 064</div> <div>REPOSTS</div> <div>21</div> | <div>REACTIONS</div> <div>37</div> <div>ER</div> <div>9.7%</div>  |
| <div><div>Nº3</div><div>22.06 · 13:22</div><div>TEXT</div></div> <div>Rules to follow on a business trip. A post inspired by last week. Imagine your subordinate shows up late and says he was queuing for gas. Your reaction?...</div> | <div>VIEWS</div> <div>3 018</div> <div>REPOSTS</div> <div>7</div>  | <div>REACTIONS</div> <div>41</div> <div>ER</div> <div>9.5%</div>  |

|                                                                                                                                                                                                                               |                                                                    |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>19.06 · 03:15</div><div>PHOTO</div></div> <div>Top-notch toy! Bet you played it this week too. Send your Friday memes, not much to laugh at on a business trip...</div>                               | <div>VIEWS</div> <div>3 003</div> <div>REPOSTS</div> <div>15</div> | <div>REACTIONS</div> <div>46</div> <div>ER</div> <div>9.5%</div> |
| <div><div>Nº5</div><div>18.06 · 12:57</div><div>TEXT</div></div> <div>What to do with IBR? These recommendations were made with colleagues from the school for managers "I'm the Boss". Previous post in this series...</div> | <div>VIEWS</div> <div>2 974</div> <div>REPOSTS</div> <div>23</div> | <div>REACTIONS</div> <div>27</div> <div>ER</div> <div>9.4%</div> |

|

WORST 3

|                                                                                                                                                                                                       |                                                                   |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>09.07 · 14:05</div><div>PHOTO</div></div> <div>"Back to school!" sounds alarming. But at MEPhI and School 21's master's program "Managing AI in Business"...</div>              | <div>VIEWS</div> <div>1 958</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>4</div> <div>ER</div> <div>6.2%</div>  |
| <div><div>↓</div><div>13.07 · 03:15</div><div>TEXT</div></div> <div>Imagine your subordinate arrives late and says he was queuing for gas. Your reaction?...</div>                                    | <div>VIEWS</div> <div>1 912</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>45</div> <div>ER</div> <div>6.0%</div> |
| <div><div>↓</div><div>09.07 · 12:34</div><div>TEXT</div></div> <div>So, today I have a life blog. We discussed lunches, and now the next topic. Lately (with the summer heat) I periodically...</div> | <div>VIEWS</div> <div>1 777</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>19</div> <div>ER</div> <div>5.6%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

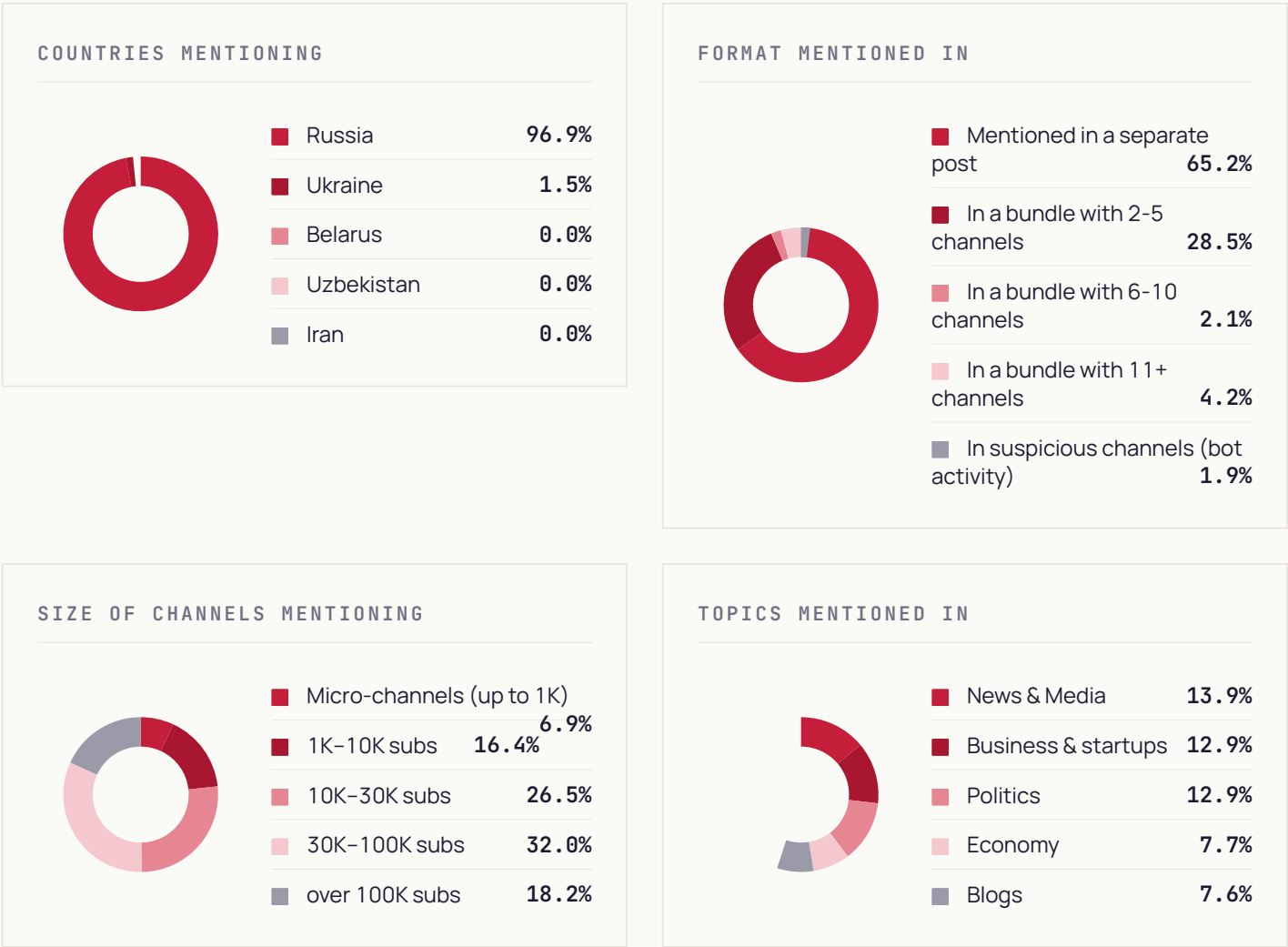
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel and how

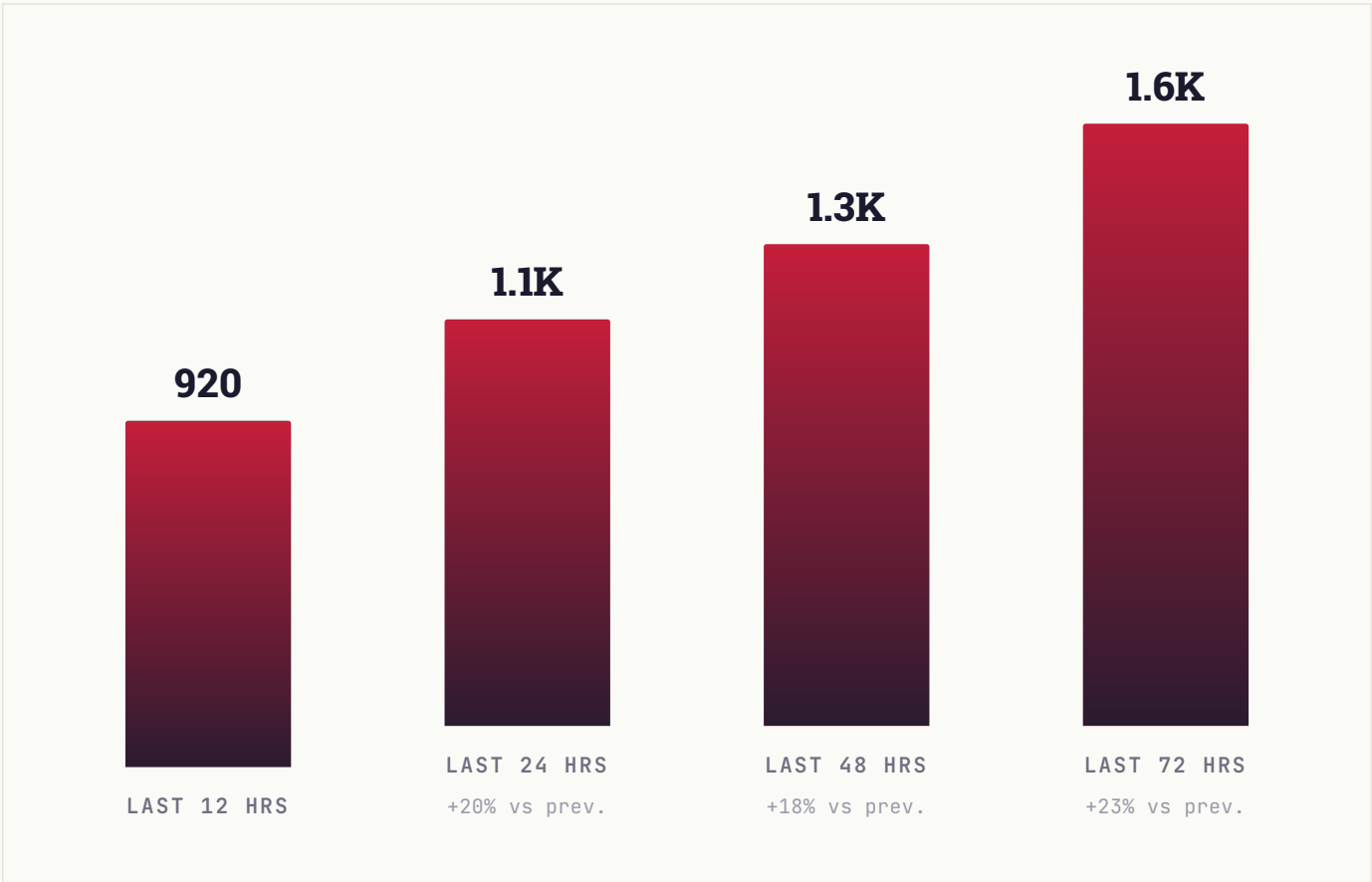
Citation index **357** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **611** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».





SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its place among niche neighbors.

| CHANNEL                                 | SUBSCRIBERS |
|-----------------------------------------|-------------|
| S& Startups & Ventures                  | 2.6M        |
| VC Venture Capital                      | 2.6M        |
| ME Mohamed El Guazzar 🇸🇩                | 2.2M        |
| IT ISHBOR Toshkent                      | 1.4M        |
| MO Moscowbusiness                       | 1.1M        |
| CN Million-dollar books   business blog | 861.7K      |
| RTI Roxman typing...                    | 529.9K      |
| AB Business Shark                       | 502.2K      |
| SS Merger & acquisition                 | 469.6K      |
| لز لباس زیر اقساطی ریزسابل              | 456.9K      |
| I- I AM A MANAGER YOU                   | 31.6K       |

COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

We record posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **35**, they brought **2 960** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |             |
|----------------|----------|----------|--------------|-------------|
| January 2026   | 2        | 2        | 0            | <div></div> |
| December 2025  | 8        | 6        | 363          | <div></div> |
| November 2025  | 6        | 5        | 269          | <div></div> |
| October 2025   | 5        | 4        | 948          | <div></div> |
| September 2025 | 7        | 5        | 696          | <div></div> |
| August 2025    | 7        | 5        | 684          | <div></div> |

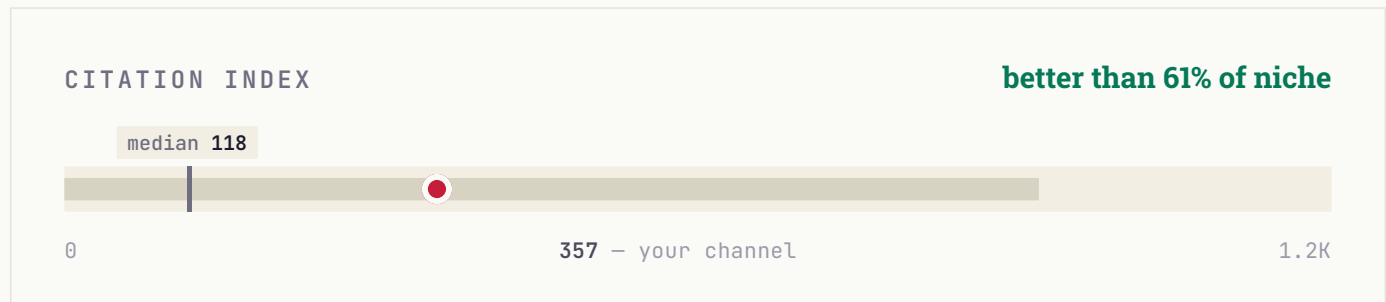
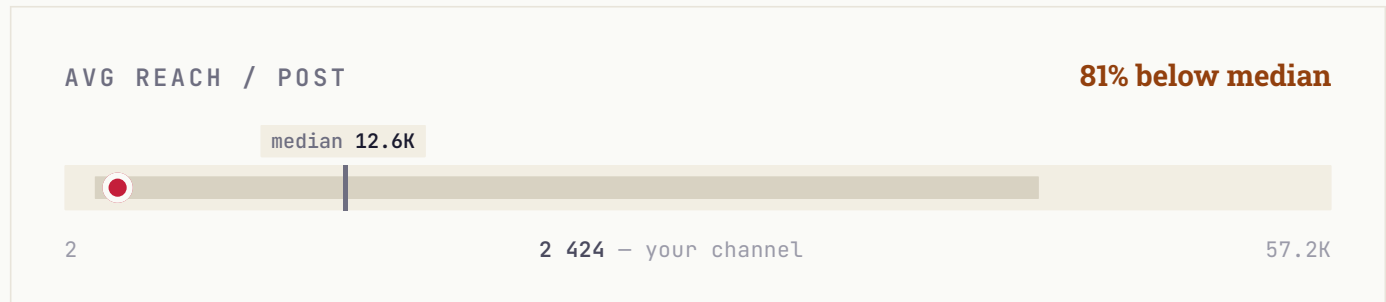
|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS IN DATA | ACQUIRED SUBS |
| 35             | 6              | 2 960         |

## Where the channel stands in its league

**SUBSCRIBERS** 82% below median

median 171.2K

53.2K 31 641 – your channel 591.8K



## — SECTION 09 · STRATEGY

# What to do right now

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

01

## Main post of the week — on Friday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds  
audience  
better**

03

## System traffic buy

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

EFFECT

**+1000-3000  
subs**

04

## Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.  
One weekly poll on a hot topic is an easy win.

EFFECT

**+5-15% ER**

05

## Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. Not daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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|    |                               |                                                                                             |
|----|-------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ads in Telegram</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|-------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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