

PUBLIC REPORT BY PROMTPRESS

Channel audit

Millionaire Mindset



@millionaire_thinks

Millionaire mindset is not inspiration, but a business system Ads:
@DmitriyMillionaire In the Roskomnadzor list - <https://clck.ru/3MP6xw>
Exchange - https://telega.in/c/millionaire_thinks

SUBSCRIBERS

96 540

-709 per month

ERR (% SEE POSTS)

15.0%

per day **8.3%**

REACH/POST

13.3K

ad reach **8K**/24h

— CONTENTS · 2026

What's Inside the Report

01 Channel Snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 Posts · Worst 3 · Takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation Rate

Who mentions the channel and how

05 Ad Potential

How long a post generates reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Position in category «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 96 540 —	 SUBSCRIBER REACH 13.82% avg % of subs see post	 VIEWS/POST 13.3K median 13.9K · 29 days	 POSTS/WEEK 17.7 over period
 7D TREND -2.6% vs previous week	 REACTIONS/POST 77.5 total 5,734 reactions, 5,761 reposts, 0 comments	 POST LENGTH 576 chars median 550 · 29 days	 POSTS ANALYZED 74 29 days
 AD REACH 8K 24h avg	 CHURN / MONTH -709 last month	 CITATION RATE 86 citation index · 77 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 14.11.2023

AI EDITOR SUMMARY

Channel «Millionaire Mindset» — 96 540 subs. Each post averages 13.3K people (14% of subs), reach is low — consider expanding audience. Publishes 18 posts per week (~3/day) — consistent schedule. Week of June 1–7 reach stable (-2.6% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **74** posts over 29 days.
- 02 Dominant format – **Photo** (74/74 posts).
- 03 Avg post length – **576** characters (median 550).
- 04 Peak audience activity – **Monday**, 18:00 MSK.
- 05 Top posts get **1x** more views than the weakest (15.5K avg for top vs 11.8K for bottom) – among 74 posts in 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº118.05 · 15:24 PHOTO First business website: don't waste time on perfect design For small business, functionality and conversion matter more than looks...	VIEWS	REACTIONS
	15 676	92
	REPOSTS	ER
	75	16.2%
Nº218.05 · 07:31 PHOTO Crisis management: adapt or disappear Crisis is not panic time, but quick decision time. Companies that can...	VIEWS	REACTIONS
	15 428	80
	REPOSTS	ER
	77	16.0%
Nº318.05 · 12:06 PHOTO Process automation: path to scalability and freedom Automation lets you do more with less effort. It allows...	VIEWS	REACTIONS
	15 422	86
	REPOSTS	ER
	78	16.0%

Nº4 25.05 • 07:31 PHOTO Sales: the key to a deal is not «convince» but «understand» A good salesperson doesn't persuade. They listen. While you memorize scripts, the client just...	VIEWS 15 177 REPOSTS 76 REACTIONS 79 ER 15.7%
Nº5 25.05 • 15:24 PHOTO Content marketing as a trust & sales tool Today people buy from those they trust, not from the loudest...	VIEWS 15 168 REPOSTS 95 REACTIONS 79 ER 15.7%

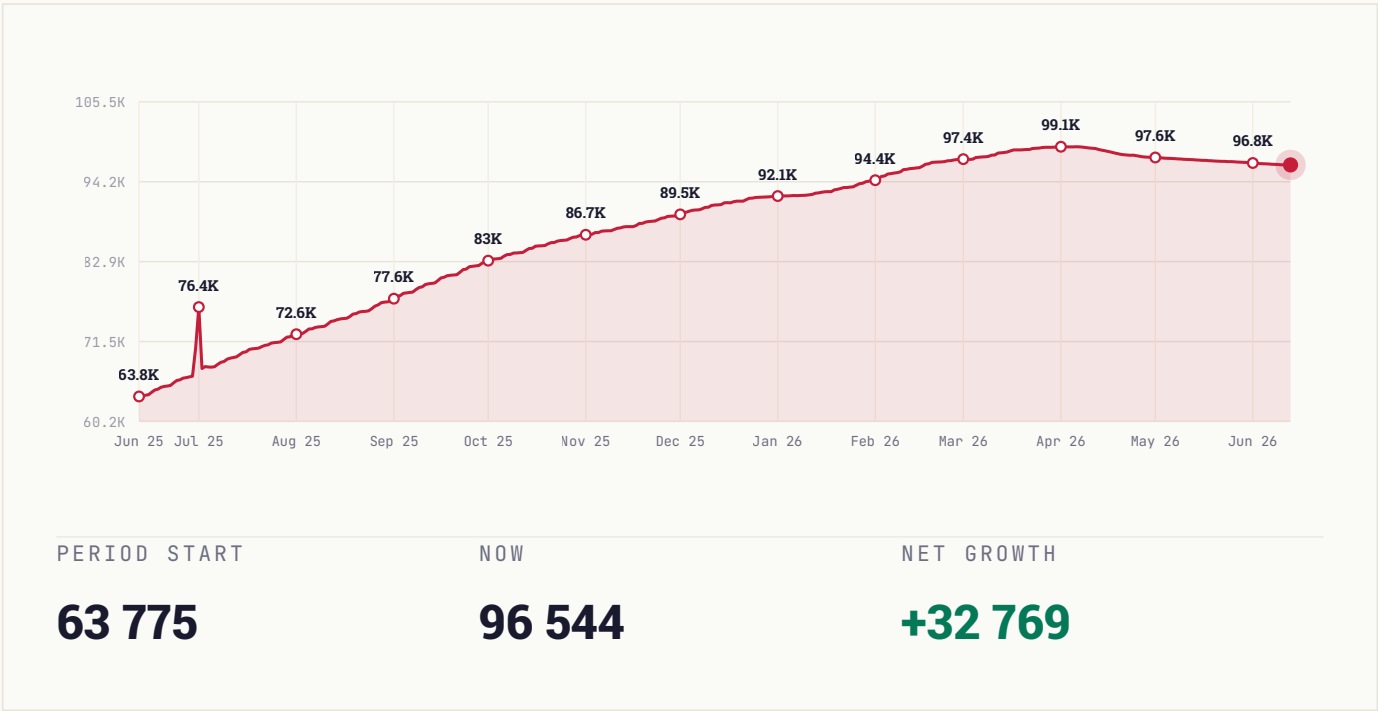
WORST 3

↓ 07.06 • 15:29 PHOTO How to start services with minimal costs If you have no startup capital, the best option is to start with services. The main thing is...	VIEWS 11 973 REPOSTS 78 REACTIONS 71 ER 12.4%
↓ 09.06 • 15:24 PHOTO Online cash registers: convenience & control for business Modern online cash registers are not just for printing receipts, but a full-fledged...	VIEWS 11 847 REPOSTS 73 REACTIONS 75 ER 12.3%
↓ 07.06 • 11:55 PHOTO How an entrepreneur can enter the international market Expanding business beyond the country opens new opportunities but requires careful...	VIEWS 11 713 REPOSTS 85 REACTIONS 69 ER 12.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

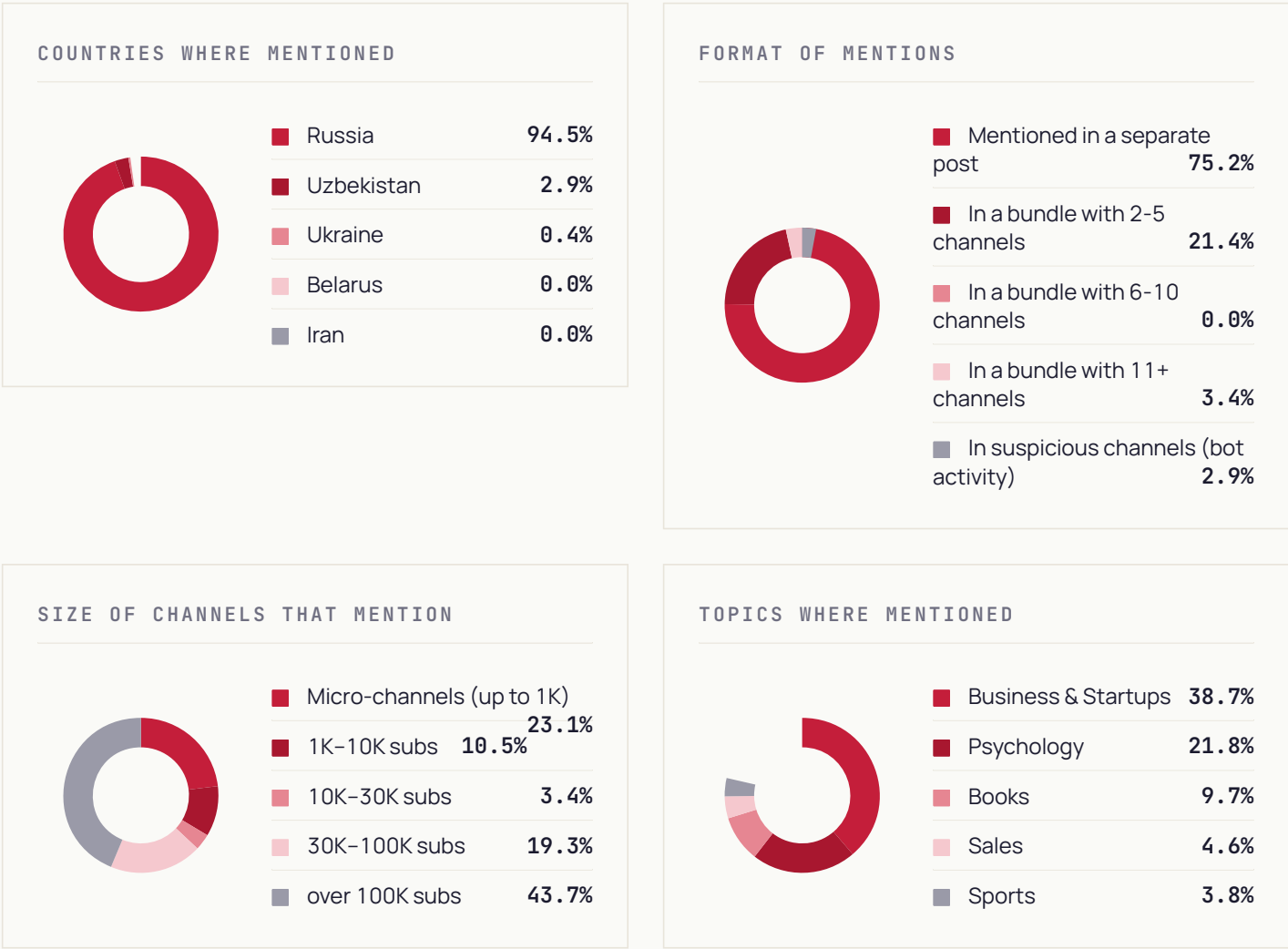
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel

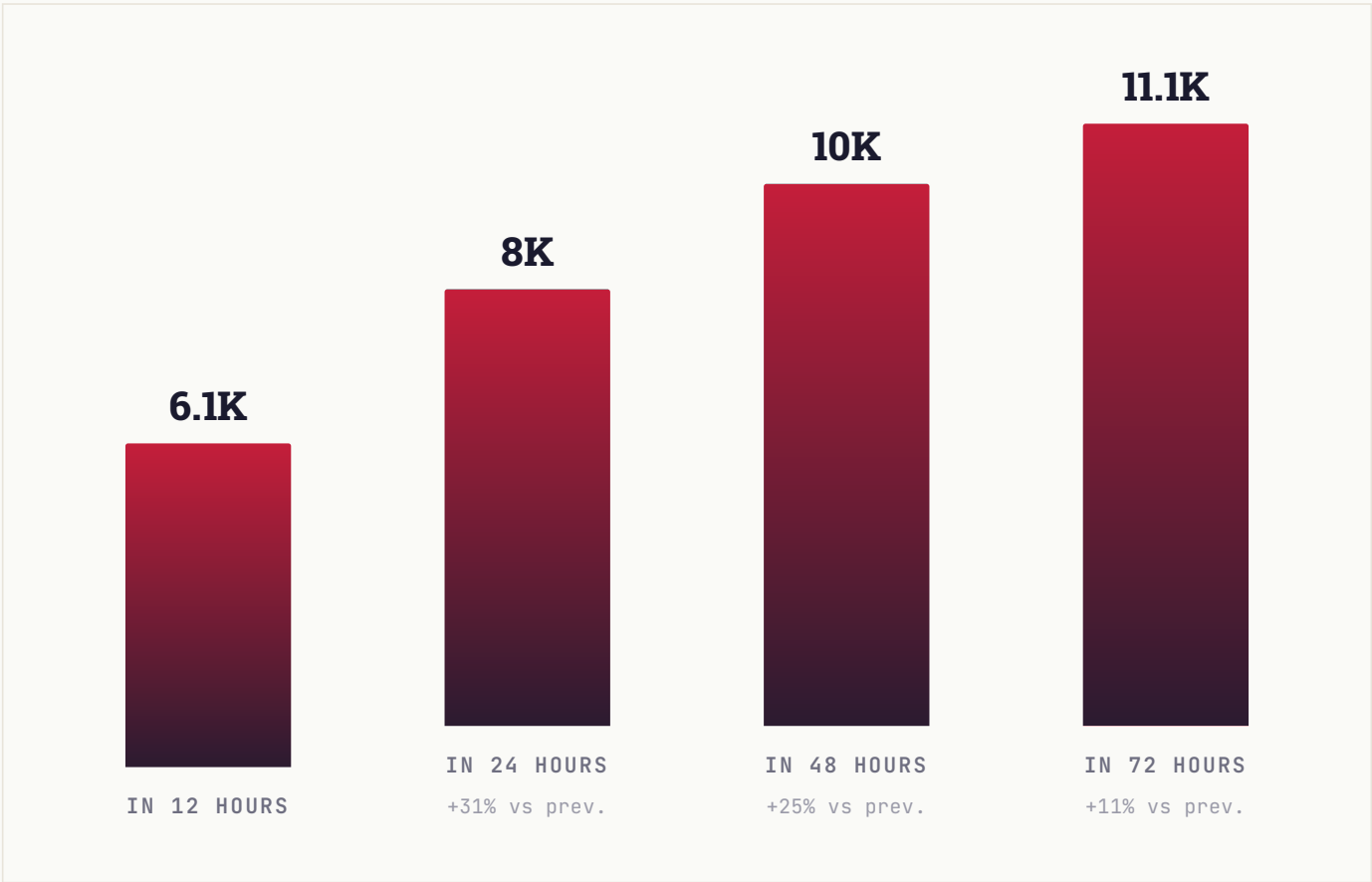
Citation index **86** — channel popularity score based on mentions. It considers not just count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **77** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



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 for millions business blog	872.2K
CC M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian Retail & Business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
MM Millionaire Mindset YOU	96.5K

COMPARATIVE INSIGHT

Channel in bottom half of niche top 100 (#53 of 100). Niche median — 102.7K subs.
First growth KPI — reach median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions **87**, they brought **30 213** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	12	12	2 766
November 2025	12	12	2 725
October 2025	17	16	3 688
September 2025	16	16	5 690
August 2025	12	12	4 682
July 2025	18	15	10 662

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
87	6	30 213

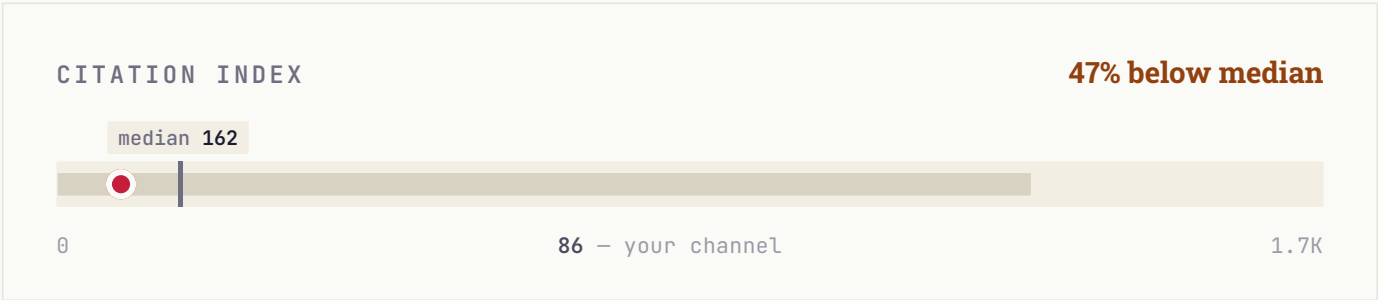
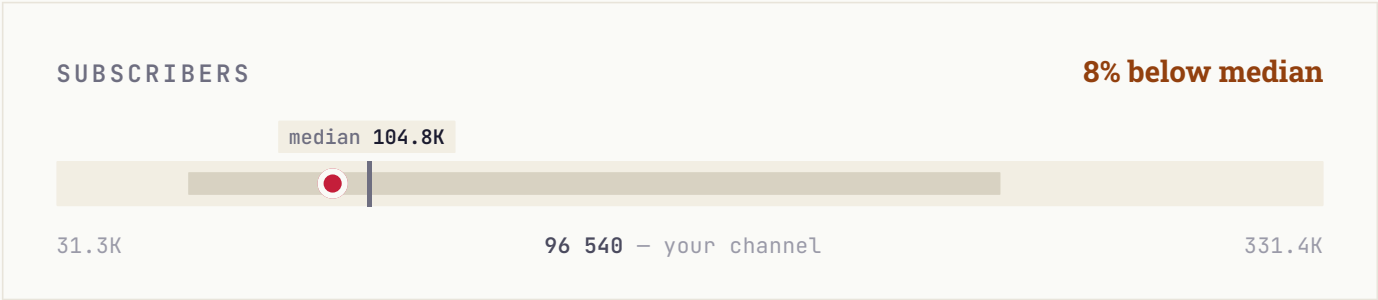
SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#53/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to Do Right Now

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

01 **Top post of the week — on Monday**
Audience is most active on this day at 18:00 MSK.

IMPACT

**Best time for
an important
post**

02 **Increase share of video posts**
Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing its share to 15-25%.

IMPACT

**Video retains
audience
better**

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

IMPACT

**+1000-3000
subs**

04 **Test polls & interactive formats**
Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic is an easy growth point.

IMPACT

+5-15% ER

05 **Cross-promo with adjacent channels**
Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact Manager** t.me/PromptPress_manager
