

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Thoughts of the rich | business blog



@misli_bogatich
Business thoughts of the rich & successful All questions:
@JanFrankoMisli Registered in RKN list: <https://tinyurl.com/mislibogatich>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
176 876	10.0%	16.6K
12.06.2026 -979 per month	daily 6.2%	ad reach 11K/24h
HTTPS://PROMTPRESS.COM/AUDIT/MISLI-BOGATICH		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 176 876 —	 SUBSCRIBER REACH 9.39% avg % subs see post	 VIEWS/POST 16.6K median 17.2K · 29 days	 POSTS/WEEK 26.5 over period
 7D TREND -3.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 878 chars median 940 · 29 days	 POSTS IN ANALYSIS 113 29 days
 AD REACH 11K avg over 24h	 CHURN / MONTH -979 last month	 CITATION RATE 273 citation index · 469 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 07.03.2022

AI EDITOR SUMMARY

Channel «Thoughts of the Rich | business blog» — 176 876 subs. Each post averages 16.6K people (9% from subs), reach is low — need to grow audience. Publishes 26 posts per week (~4/day) — active posting. For week Jun 1–7 reach stable (-3.3% vs week 25–31 May).

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 TOP POSTS SHARE

- 01 Analysis based on 113 posts over 29 days.
- 02 Dominant format – Photo (113/113 posts).
- 03 Avg post length – 878 chars (median 940).
- 04 Peak audience activity – Thu, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (18.4K avg for top vs 14.9K for worst) – among 113 posts over 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 19:23 PHOTO Performance Review stages Performance Review includes several key stages: preparation, filling out questionnaires...		VIEWS 18 515	REACTIONS —
		REPOSTS 105	ER 10.5%
Nº2 16.05 · 07:29 PHOTO Treasures from the trash bin Robert Pot, former director of a garbage collection company from the German city of Wuppertal, turned waste into...		VIEWS 18 367	REACTIONS —
		REPOSTS 119	ER 10.4%
Nº3 13.05 · 19:05 PHOTO Land Rover: creativity in action Land Rover always impresses with its unconventional marketing campaigns. In 2018, a professional...		VIEWS 18 361	REACTIONS —
		REPOSTS 95	ER 10.4%

Nº4

15.05 • 07:06

PHOTO

Flowbee: how a unique idea became a successful business In 1986, a unusual device was patented in the US – a hybrid of hair clipper and...

VIEWS

18 292

REPOSTS

121

REACTIONS

—

ER

10.3%

Nº5

15.05 • 19:29

PHOTO

Million from waste paper Elias Ferguson from NYC turned disaster into business. After losing his home, he decided to use his collection of 100...

VIEWS

18 280

REPOSTS

93

REACTIONS

—

ER

10.3%

WORST 3

↓ 08.06 • 19:23 PHOTO

Online businesses: leaders of the modern market E-commerce and dropshipping. Online stores are growing rapidly thanks to low...

VIEWS

15 311

REPOSTS

111

REACTIONS

—

ER

8.7%

↓ 09.06 • 07:46 PHOTO

Don't start your first business with borrowed money Starting your own business always involves risks, especially if it's your first project...

VIEWS

14 716

REPOSTS

126

REACTIONS

—

ER

8.3%

↓ 09.06 • 15:23 PHOTO

How to keep both business & friendship Many think joint business with friends is risky. Financial troubles and...

VIEWS

14 609

REPOSTS

117

REACTIONS

—

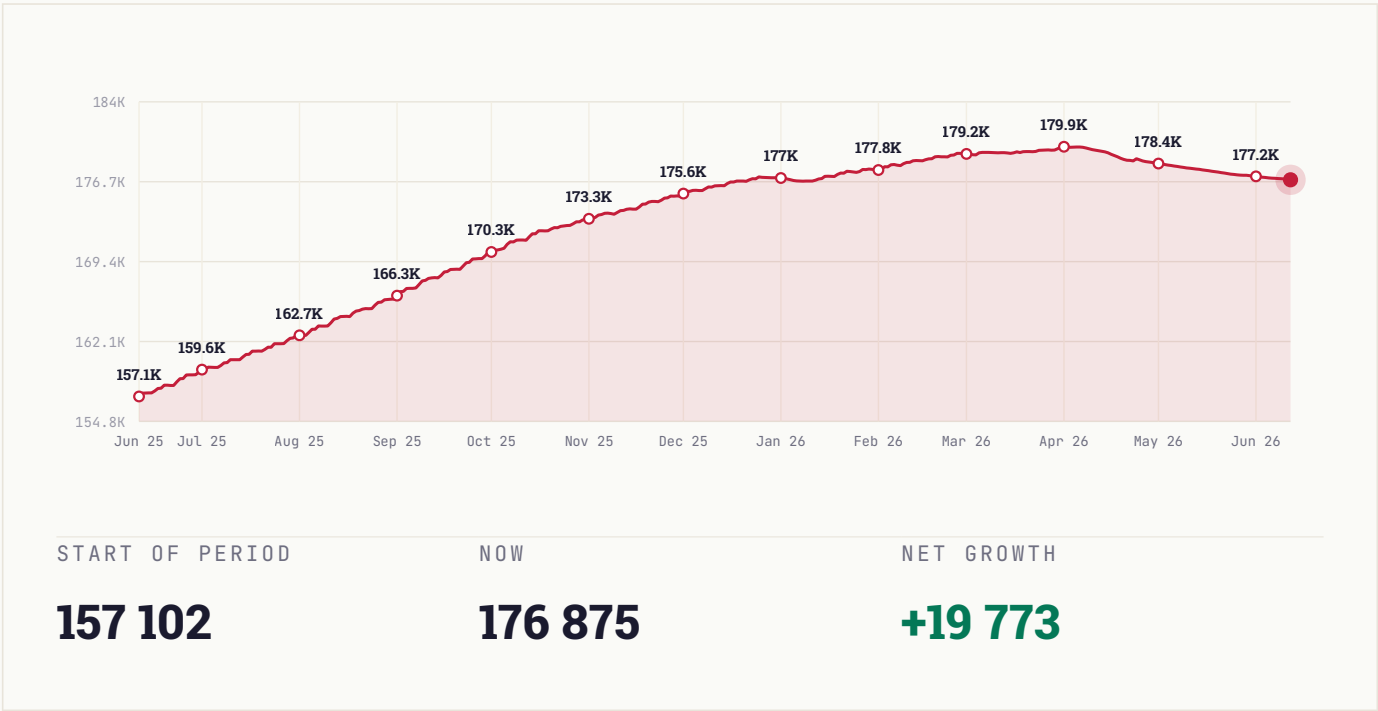
ER

8.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact sub count. Shows growth & loss months.

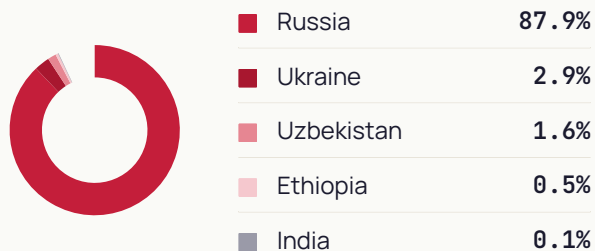


SECTION 04 • MENTIONS

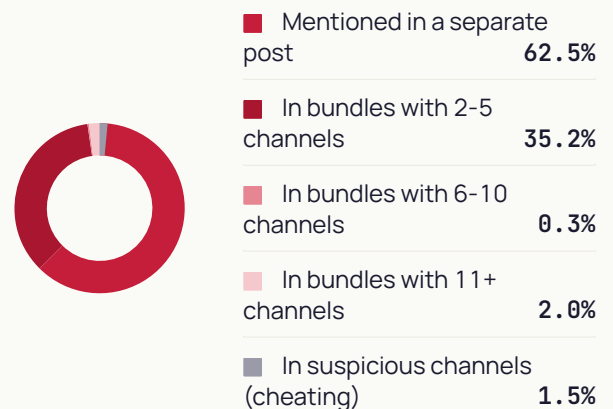
Who mentions the channel & how

Citation index **273** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time channel mentioned **469** different channels.

COUNTRIES MENTIONING



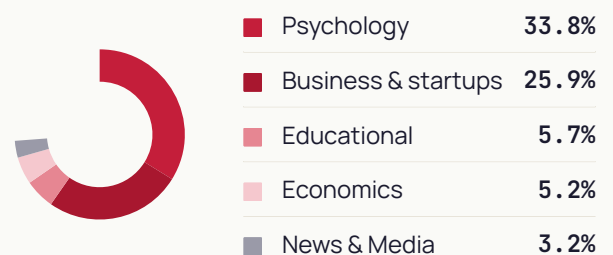
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



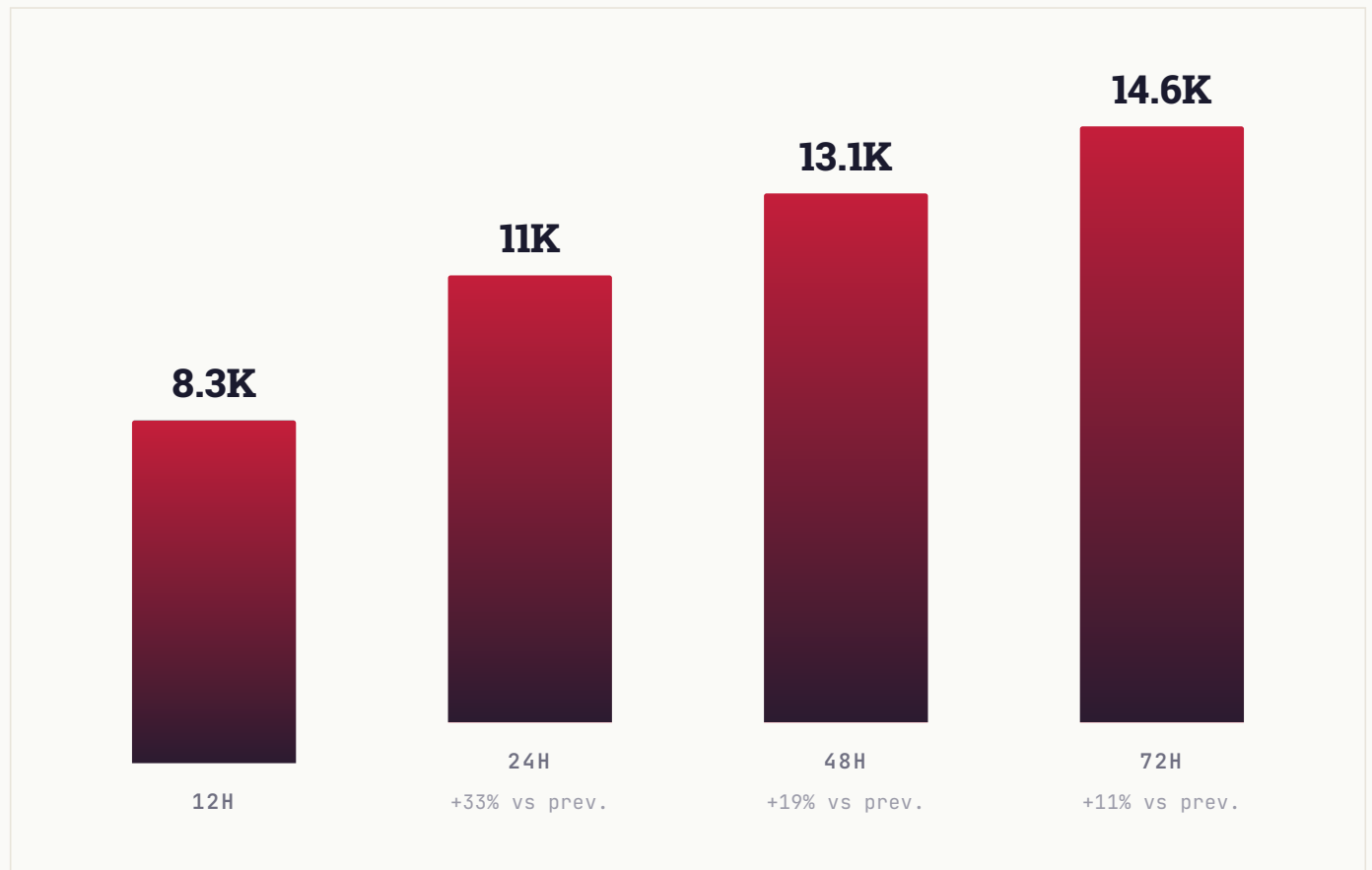
TOPICS MENTIONED IN



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Million-dollar books business blog	872.2K
USSR Merger & acquisition	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 without gloss	256.5K
MB Thoughts of the rich business blog YOU	176.9K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#24 of 100). Leader — Moscowbusiness (966.6K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** mentions count **130**, they brought **18 358** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	27	19	1 864	
November 2025	17	12	2 333	
October 2025	22	15	3 034	
September 2025	20	18	4 311	
August 2025	21	18	3 385	
Jul 2025	23	20	3 431	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
130	6	18 358

SECTION 08 · NICHE COMPARISON

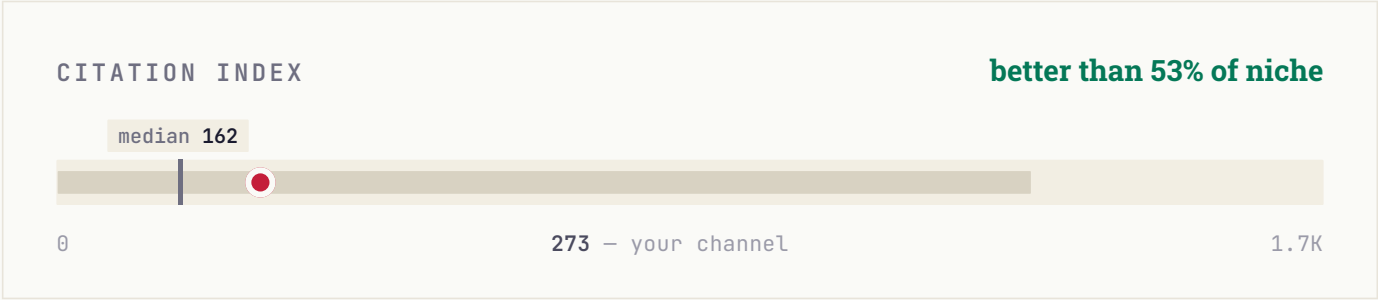
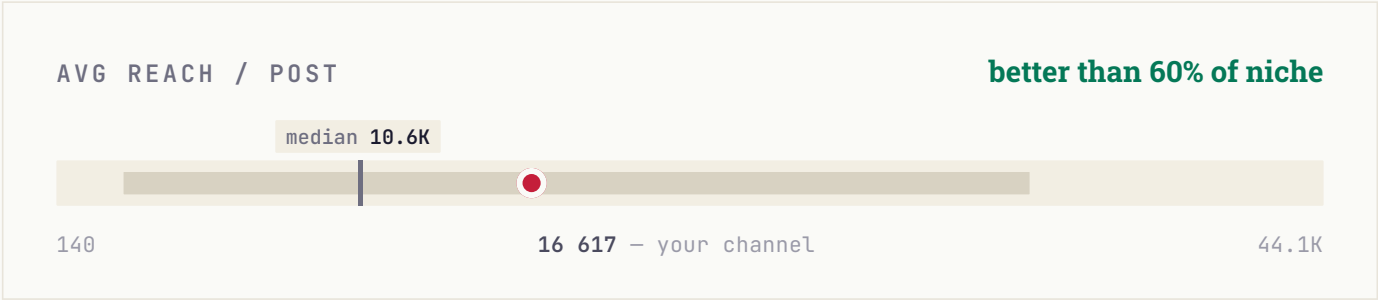
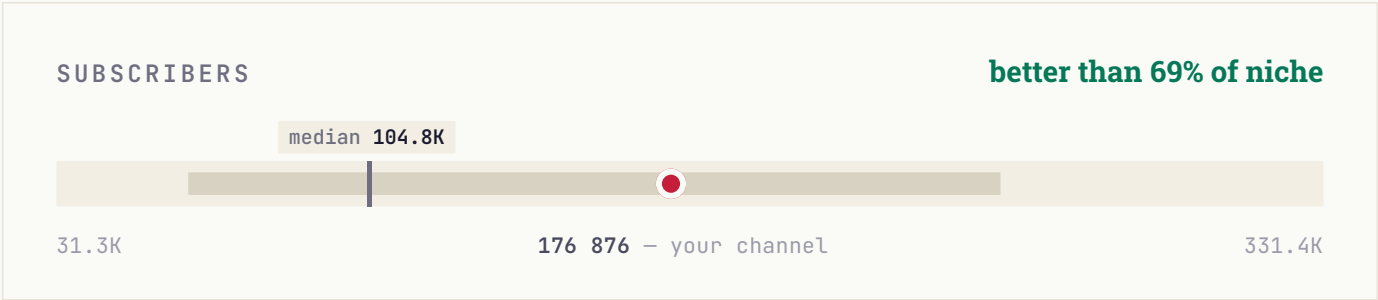
Where the channel stands in its league

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.

#24/100

POSITION IN NICHE

Channel in top 24% — strong position



— 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

Top post of the week — on Thursday
Audience is most active on this day at 14:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram holds audience longer & is algorithm-friendly. Aim for 15-25% share.

EFFECT
Video retains audience better
- 03

Systematic traffic buying
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 give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with nearby channels
Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
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 through us and hit your growth plan in a month.

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

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