

PROMTPRESS PUBLIC REPORT

Channel audit

Self-employed



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<https://clck.ru/3GG5rX> Channel for anyone who decided to become self-employed or already is. We help you figure out what to do so you don't complicate your life and your work is legal. By...

SUBSCRIBERS

73 582

+286 per month

ERR (% SEE POSTS)

13.0%

per day 6.9%

REACH/POST

9.1K

ad reach 5.1K/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 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 «Career» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 73 582 —	 SUBS REACH 12.38% avg % subs see post	 VIEWS/POST 9.1K median 9.2K · 25 days	 POSTS/WEEK 2.8 over period
 7D TREND -3.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 953 chars median 1K · 25 days	 POSTS ANALYZED 10 25 days
 AD REACH 5.1K 24h avg	 CHURN / MONTH +286 over last month	 CITATION RATE 45 citation index · 153 channels mentioned ever	 CHANNEL AGE 6 years 10 months created 21.08.2019

AI EDITOR SUMMARY

Channel «Self-Employed» – 73 582 subs. Each post gets avg 9.1K people (12% of subs), reach is low – consider expanding audience. Posts 3 posts per week (~0 per day) – rare posts. For the week of Jun 15–21, reach stable (-3.7% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 10 posts over 25 days.
- 02 Dominant format – Text (9/10 posts).
- 03 Avg post length – 953 chars (median 1000).
- 04 Peak audience activity – Monday, 11:00 MSK.
- 05 Top posts get 1x more views than the weakest (10.4K avg for top vs 8.3K for worst) – among 10 posts over 25 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 08:58 TEXT A company works with a self-employed person. Do they need to check their registration? Many companies now buy services from self-employed individuals...	VIEWS 10 538 REPOSTS 1	REACTIONS — ER 14.3%
Nº2 08.06 · 08:48 TEXT A self-employed person sold goods through an intermediary. What amount should the receipt be for? With or without commission? Many self-employed individuals sell...	VIEWS 10 430 REPOSTS 4	REACTIONS — ER 14.2%
Nº3 11.06 · 08:20 TEXT Acquiring for the self-employed Self-employed individuals receive payment in cash or issue an invoice to the client via the My...	VIEWS 10 183 REPOSTS 4	REACTIONS — ER 13.8%

Nº4 18.06 • 09:35 TEXT What a self-employed person can rent out A self-employed person can run a rental business, renting out both residential and other property. But...	VIEWS 9 322 REPOSTS 4 REACTIONS — ER 12.7%
Nº5 01.06 • 08:38 TEXT Can a self-employed person provide project documentation expertise services? The Ministry of Finance in its letter dated 26.03.2020 No. 03-11-11/24001...	VIEWS 9 273 REPOSTS 3 REACTIONS — ER 12.6%

WORST 3

↓ 25.06 • 08:47 TEXT What happens if you don't pay taxes Personal income tax is calculated monthly by the Federal Tax Service based on data provided by the self-employed...	VIEWS 8 688 REPOSTS 6 REACTIONS — ER 11.8%
↓ 22.06 • 08:32 TEXT About cash receipts for the self-employed Receipts must be issued if: - You have officially obtained self-employed status. That is, you have registered...	VIEWS 8 292 REPOSTS 4 REACTIONS — ER 11.3%
↓ 24.06 • 07:02 PHOTO ☒ Best job offers found here!!! iGaming Recruiting - channel with curated interesting vacancies for any...	VIEWS 7 847 REPOSTS 2 REACTIONS — ER 10.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

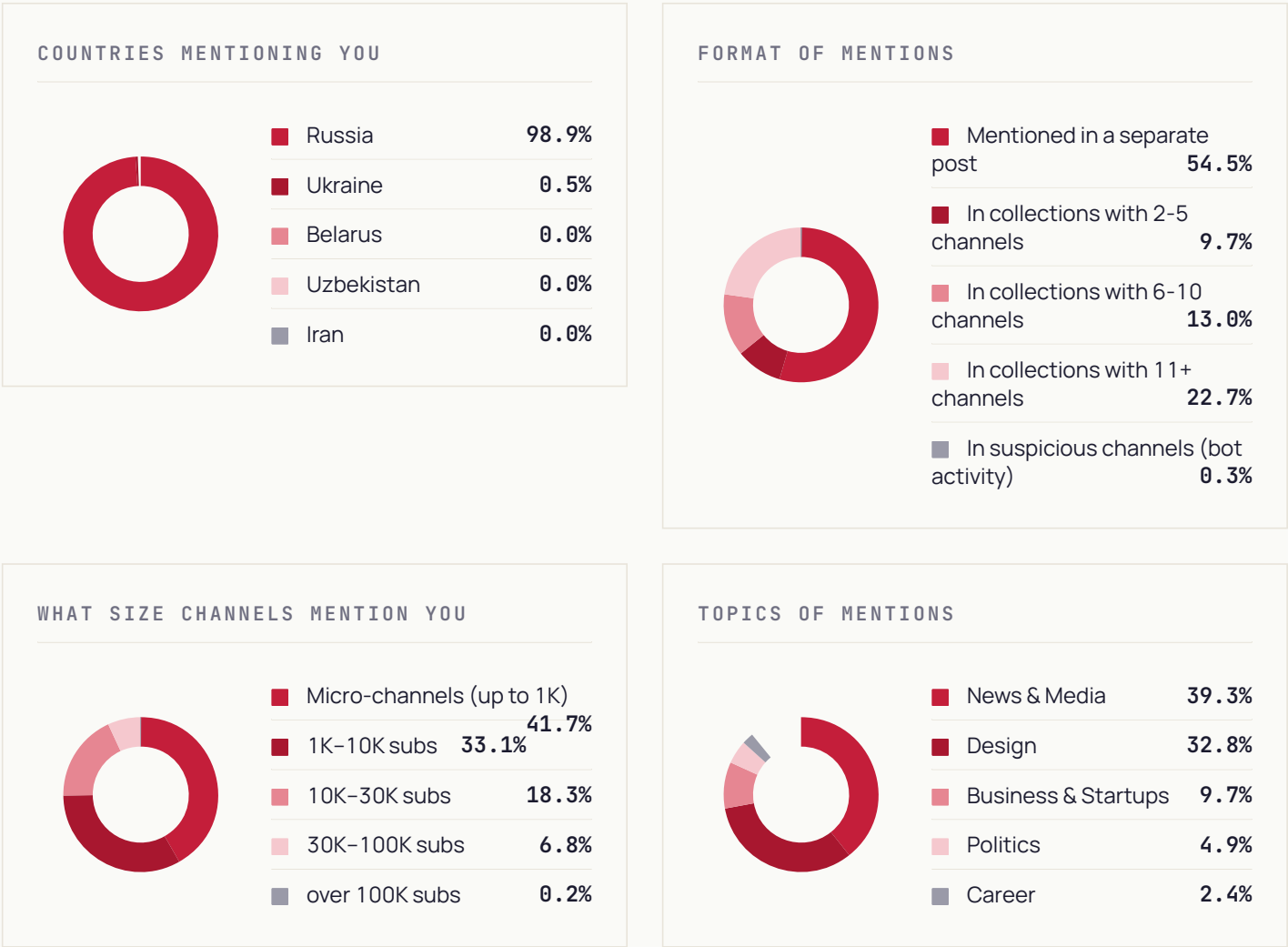
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

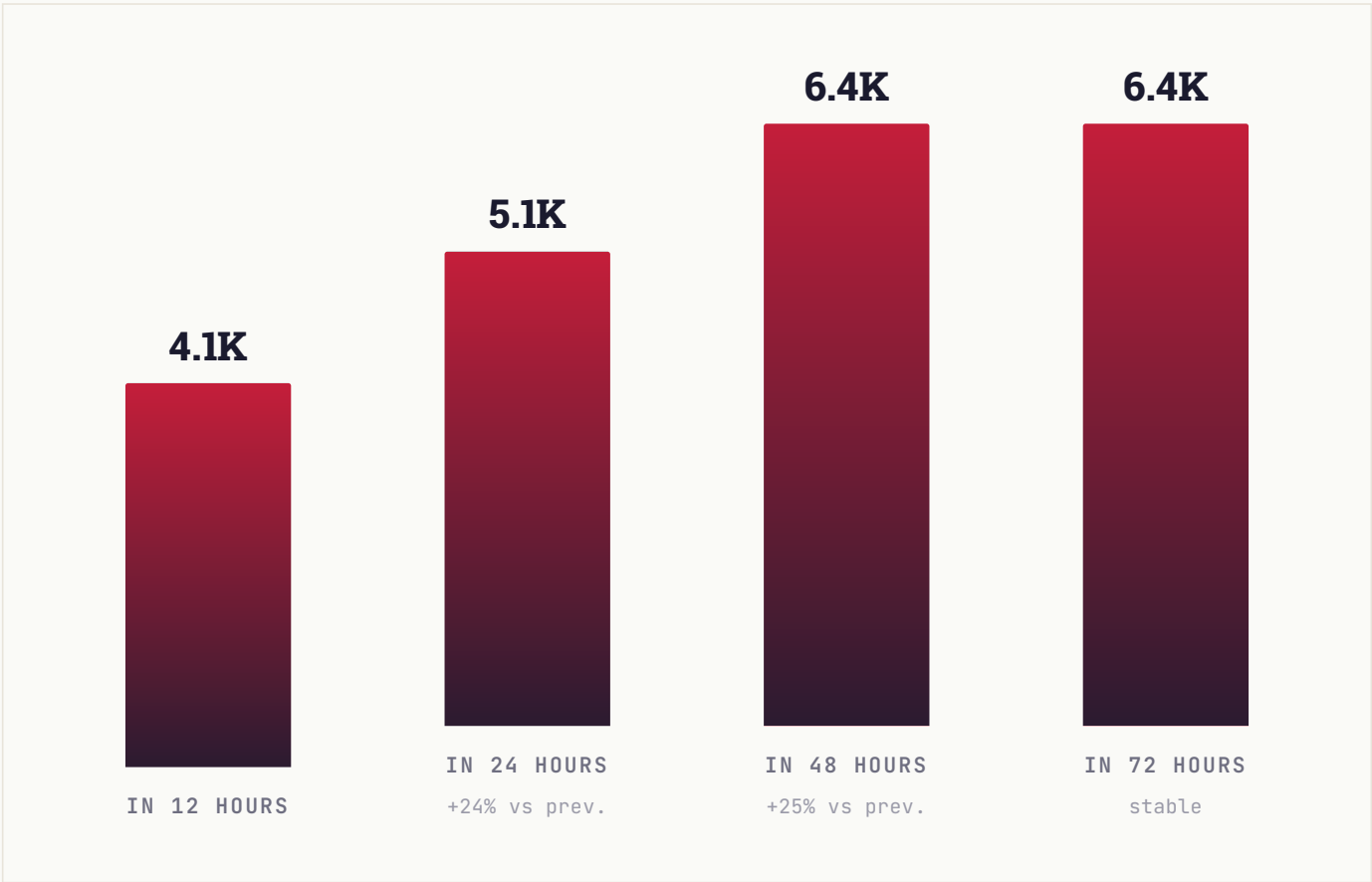
Citation index **45** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **153** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
و- وظائف - أي وظيفة	1.2M
قو قناة وظائف - وظيفتك علينا	816.9K
UB Remote no experience - Freelance	798.6K
II ای استخدام	633.2K
وظائف	625.5K
سا مساحة الوظائف	536K
RM JOBS MOSCOW VACANCIES	522K
SW SR WORLD	459.3K
SI SeoJob Earn Online	438.1K
EJ Ethio Jobs Vacancy™	380.9K
SA Self-employed YOU	73.6K

COMPARATIVE CONCLUSION

Channel is still outside top 96 niche — early growth stage. Niche leader — وظائف - أي وظيفة (1.2M), top-96 median: 167.8K. First goal: enter top-96 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **34**, they brought **3 358** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	16	13	339	
November 2025	8	2	548	
October 2025	8	2	450	
September 2025	2	2	534	
August 2025	0	0	987	
July 2025	0	0	500	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
34	6	3 358

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Career» (Russia) and compared your channel against them. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 2.8 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Monday
Audience is most active on this day at 11:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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 boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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