

Hobonichi Series - Competitive Analysis

Matt D'Avella: <https://www.youtube.com/c/MattDAvella/featured>

Sub count: 2,960,000

Viewership: 675,000 (past 12 avg.) 16,613,000 (most popular)

Titles: "How to..." "I quit ___ for 30 days" "12 Habits for Life" "6 Things I wish I knew at 20" - lots of numbers, straightforward with only 5-7 words

Thumbnails: usually him and one other focal point, no text, cool-blue filter

Descriptions: no descriptions, just links to social media and Patreon. Some have 2 sentences of "about this video".

Audience Comments: mostly jokes about trying to do advice and not, some saying they have followed advice and say it works

Strengths: has a set format for every video that works, short and easy to digest videos

Weaknesses: doesn't offer an actionable plan, only shares one aspect of productivity or minimalism at a time

Opportunities: has many ideas that are base level that I can explore in my videos more in-depth

Threats: extremely large channel so some may think that I am trying to take too much from his ideas

Rowena Tsai: https://www.youtube.com/channel/UCaYF1G_L5J7sqJzEeBVUDzw

Sub count: 487,000

Viewership: 101,000 (past 12 avg.) 1,929,000 (most popular)

Titles: "the one habit that is changing my life..." "how to wake up at 4 am every day..." "how to get your life together..." "7 things that have simplified and bettered my life..." "7 mindset habits that changed my life..." - longer titles w/subtitle, "how to" "one habit that..." "# of things that..." "self-care" "get your life together"

Thumbnails: her posing with text, doing something related to video, very bright & white

Descriptions: 2-3 sentences with keywords: goals, habits, routines, stress, productive, timestamps with section titles

Audience Comments: almost all encouraging to others and themselves for following through, quotes

Strengths: makes points clear in videos with engaging b-roll

Weaknesses: overall, her channel covers too many topics even though her most popular videos are habits for self-development and "getting your life together"

Opportunities: can look to her channel for how to tell a story through visuals while sharing factual information and plan

AmandaRachLee: <https://www.youtube.com/user/amandarachlee>

Sub count: 1,940,000

Viewership: 250,000 (past 12 avg.) 10,748,000 (most popular)

Titles: "How To:" "50 ___ Ideas!" "My ___ Bullet Journal Setup" "PLAN WITH ME" - topic of video with keywords

Thumbnails: still of journal with aesthetically pleasing surroundings, text of title, bright/cool colored

Descriptions: one sentence describing, social media, supplies used, music, sometimes sections w/timestamps

Audience Comments: mostly jokes about trying to do advice and not, some saying they have followed advice and say it works

Strengths: great audio, beautiful setup around journal (and journal itself)

Weaknesses: focuses only on the journals and setups, not linking self-care and habits (other than the base level of it)

Opportunities: love the lo-fi music she uses, need to look into where to get music like this

Threats: she has much better handwriting and more beautiful designs, but I need to emphasize that anyone can use a planner to improve their life (and perhaps use my bad writing to prove that)

Better Ideas: <https://www.youtube.com/c/BetterIdeas/featured>

Sub count: 915,000

Viewership: 713,400 (past 12 avg.) 5,032,000 (most popular)

Titles: ""Why you're always tired" "How to get out of a rut" "Why your life is so boring" "How ___ is doing ___" "The ___ that changed my life"

Thumbnails: him doing whatever the topic of the video is, looking at the camera, blue-tinted

Descriptions: literally has "description stuff to help the rankings" listing alternative titles and keywords, social media

Audience Comments: some quotes with short thoughts, jokes about not being able to do what he says

Strengths: follows a formula for presenting an issue and posing solution – in newer videos using very stimulating and beautiful stock footage (and some that he took I am sure)

Weaknesses: similar to Matt D’Avella – only focuses on one issue at a time, using own experience and some books as supplement

Opportunities: another channel to look for ideas on actions for good to implement

The Organized Money: <https://www.youtube.com/c/OrganizedAlainaMoney/>

Sub count: 61,300

Viewership: 11,650 (past 12 avg.) 217,000 (most popular)

Titles: “Hot To Actually Use Your Planner” “How to...” “Plan with Me” “My Planner Setup”

Thumbnails: still of journal with supplies, bright and pastel, text of title

Descriptions: a few sentences describing video, links to socials, about me, links to playlists

Audience Comments: lots of encouragement, pointing out favorite quotes and tips

Strengths: has a niche of using planner for budgeting

Weaknesses: bad audio, goes back and forth with niche

Opportunities: would love to reference her when it comes to budgeting tips