

The Summerhays Bros

@summerhaysbros · 335,116 followers · Viral comedy skits

Your audience is currently worth

\$251,340

to **\$377,010**

in unlocked revenue from a single \$150 digital product.

Right now, it is being left on the table for \$25 t-shirts.

49,912

views on your context skit

21,588

likes on a single carousel

3

product paths inside

What's inside: what your numbers say · the maths behind the figure · three product paths · a six-phase launch plan · a demand test you can post this week

You already command massive attention.

I analysed your recent posts. Three themes stand out, and each one points at a product your audience would pay for.

THEME 1

SALES POTENTIAL

Dark humour twists & shock-value skits

HIGH**49,912**

views · context skit

612

likes

27,526

views · morgue shift skit

682

likes

Strong retention driven by sudden misdirection and sharp punchlines. This is the mechanic people would pay to learn.

THEME 2

SALES POTENTIAL

Relatable meme & visual carousels

MEDIUM**17,858**

likes · low end

21,588

likes · high end

Your highest raw engagement format by a wide margin. Proof the audience shares and saves what you make.

THEME 3

SALES POTENTIAL

YouTube challenge teasers

MEDIUM**28,410**

views · Undercover Cop promo

226

likes

Cross-platform pull. Views travel with you, which matters for any launch.

VERDICT

Relying on \$25 t-shirts leaves serious money on the table. A digital offer built around comedic writing and viral mechanics has a high probability of converting this attention into revenue.

Where the number comes from.

Conservative market metrics applied to your audience. No hype, just the funnel.

335,116

Follower base

Your current audience on Instagram.



16,756

Engaged audience

5% of followers. The people who actually watch, like and reply.



1,676 – 2,513

Estimated buyers

10% to 15% of the engaged audience converting on a launch.



\$150

Product price

A single digital product. One price point, one launch.

CONSERVATIVE · 10%

$16,756 \times 10\% \times \150

\$251,340

OPTIMISTIC · 15%

$16,756 \times 15\% \times \150

\$377,010

Revenue potential: \$251,340 – \$377,010 waiting to be unlocked with one structured digital product. Every figure above is a stated assumption, and the test on the final page is how we replace assumptions with your own data before building anything.

What you could sell starting next month.

Crossing what your content demonstrates with what your audience shows it wants.

OPTION 1 · THE BIG BET

The Viral Comedy Blueprint

WHAT IT IS

A step-by-step digital system breaking down sketch ideation, the misdirection formula, comedic timing and zero-budget production.

WHO IT'S FOR

Aspiring comedy creators, sketch writers and short-form editors stuck at low view counts or unable to hold attention.

WHY IT SELLS

Solves the root problem of scripts falling flat by teaching your exact punchline mechanics.

OPTION 2

The Short-Form Retention Toolkit

WHAT IT IS

A plug-and-play vault: 40+ sketch templates, audio timing cues, hook structures and fast-paced editing timelines.

WHO IT'S FOR

Creators who want instant viral frameworks rather than theory.

WHY IT SELLS

Focuses on rapid execution and editing rhythm. Low effort to consume, easy to price as a vault.

OPTION 3

The Creator Brand & Deal Playbook

WHAT IT IS

A video training programme on pitching comedy concepts to brands, structuring high-ticket sponsor integrations and monetising views beyond apparel.

WHO IT'S FOR

Creators with an audience who are still being paid in merch margins and small one-off deals.

WHY IT SELLS

Creator business strategy, not content craft. Different buyer, higher ticket.

How we'd launch it.

Six phases. Each one builds the belief needed for the next. The close at the end must be real; reopening destroys credibility for the next launch.

1 Build up

Engage the community and tease that something big is coming. Interactive stories, polls, Q&A; boxes and DMs touching their pain points and showing your results.

2 Invitation

Announce it's on the way and invite the audience into a private WhatsApp or Telegram group where the details will drop. Tease a time-limited bonus.

3 Anticipation

Build curiosity inside the group. Share the results people can achieve and make the timeline crystal clear so everyone is ready the moment doors open.

4 Reveal

The full breakdown: what's included, the exclusive bonus, the price and the open/close dates. Leave no doubt about what's on the table.

5 Conversion

Send the enrolment link, run a poll to see who's in or has questions, and follow up one-to-one in the DMs with everyone who raises a hand. This is where most sales happen.

6 Urgency

Countdown messages at 24h, 12h, 6h, 2h and closed. Make them picture exactly what they lose by staying out. Then close for real.

WHY THIS ORDER

Nothing is sold until the audience has raised a hand three times: in stories, in the group and in the DMs. By the time the link goes out, the people buying have already decided.

Post this before building anything.

One carousel. Black background, white text. If the replies come in, the demand is real and we build. If they don't, you've spent ten minutes and lost nothing.

SLIDE 1 · THE HOOK

**You spend 3 hours
filming a comedy skit.**

**And it dies
at 200 views.**

SLIDE 2 · THE AGITATION

**It's not that your
concept was bad.**

**Your punchline just took
8 seconds too long to land.**

**In short-form, comedy
isn't luck. It's timing
and structure.**

SLIDE 3 · THE ASK

**What if you had the exact
script template and twist
formula we use on every
viral sketch?**

**Reply 'I WANT'
if this resonates.**

WHAT THE REPLIES TELL US

Every 'I WANT' is a named buyer before a single module exists. That reply count becomes the real conversion figure, replacing the 10–15% assumption with your own data, and those names are the first people in the launch group.

Ready when you are.