# Influencer Outreach: Applying MICT/HCTS to a Gaming Channel (Expanded Outline)

**Target Audience:** Aspiring/Part-Time Game Streamers (Early 20s)

**Overall Goal:** Grow a loyal and engaged fanbase, leveraging the MICT/HCTS framework for continuous improvement.

### I. Introduction: What is MICT/HCTS? (Keep it Simple!)

- **Hook:** "Tired of streaming to an empty room? Feeling stuck? Want to grow your audience but don't know where to start? You're not alone! Growing a streaming channel takes more than just playing games."
- **MICT/HCTS in a Nutshell:** "MICT/HCTS is a fancy name for a simple, powerful idea: It's a structured way to *plan, do, check, and improve* – a cycle for constant growth. Think of it as your personal level-up strategy for streaming."
- **Mobius Strip Analogy (Visual):** "Imagine a Mobius strip – that cool loop with only one side. MICT/HCTS is like that loop: you try things, see what happens, tweak your approach, and try again. It's continuous improvement. We're adding a 'twist' of brainpower inspired by how humans think."
- **No Complicated Math:** "Don't worry, there's no complicated math here. It's all about practical steps you can take *today*."
- **Why This Matters:** "This isn't just theory. This is about getting *more viewers, more engagement, and having more fun* while streaming. It's about working smarter, not just harder."

### II. The MICT Cycle: Your Game Plan (MICT/I - Abridged Version)

- We'll use the simplified MICT/I version: Mapping, Iteration, Transformation. This is perfect for getting started.
- **A. Mapping (Know Your Battlefield):**
  - **What it Means:** "Before you jump into a new game, you scout the area, right? Mapping is the same thing. It's about understanding your *current* situation: your channel, your audience, and your competition."

- ○ **Actionable Items:**
  1. **Channel Audit (Deep Dive):**
     - ■ **Go to your YouTube Analytics (or Twitch/platform analytics).**
     - ■ **Look at your past 3 months of streams.**
     - ■ **Answer these questions:**
       - ■ "Which *games* got the most views?" (Average views, peak viewers)
       - ■ "Which *streams* got the most engagement?" (Comments, likes, shares)
       - ■ "What was your *average stream length* for your most successful streams?"
       - ■ "What *time of day* and *day of the week* do you get the most viewers?"
       - ■ "Are there any *noticeable trends*? Did a particular series do well? Did a certain type of commentary get more responses?"
       - ■ "What are your *best* and *worst* performing videos/streams? Why?"
     - ■ **Write down your findings!** This is your baseline data.
  2. **Audience Research (Who Are You Talking To?):**
     - ■ **Engage with your existing audience:**
       - ■ "Ask questions in your Discord! What games do they want to see? What times are they available to watch?"
       - ■ "Run polls on Instagram Stories: 'What genre should I play next?' 'What's your favorite type of stream?'"
       - ■ "Pay attention to chat! What are people talking about? What are they asking for?"
     - ■ **Look at similar channels:**
       - ■ "Find 2-3 streamers who play similar games and have a slightly larger audience than you."
       - ■ "What kind of content are they creating? What's their style? How do they interact with their viewers?"
       - ■ "Check their social media. What kind of posts get the most engagement?"
     - ■ **Define your ideal viewer:** "Create a 'persona' for your ideal viewer. Age, interests, other games they play, etc. This helps you tailor your content."
  3. **Competitor Analysis (Learn from the Best):**
     - ■ "Pick 2-3 streamers who are *killing it* in your niche."
     - ■ "Don't just copy them, but analyze what they're doing well."
     - ■ **Ask yourself:**
       - ■ "What's their streaming schedule?"
       - ■ "How do they promote their streams?"
       - ■ "What's their on-screen personality like?"
       - ■ "How do they interact with chat?"
       - ■ "What makes their content *unique*?"
  4. **Set SMART Goals (3-Month Target):**
     - ■ **Example:** "Increase average concurrent viewers from 5 to 6 (a 20% increase) within 3 months."
     - ■ **Another Example:** "Gain 50 new followers on Instagram in the next month."
     - ■ **Make it SMART:**
       - ■ **Specific:** "Get more viewers" is *not* specific. "Increase average concurrent viewers" *is*.
       - ■ **Measurable:** Use numbers! You need to be able to *track* your progress.
       - ■ **Achievable:** Don't aim for the moon right away. Set realistic goals.

- ■ **Relevant:** The goal should be related to your overall objective (growing your channel).
- ■ **Time-bound:** Set a deadline (3 months, 6 months).
- ● **B. Iteration (Try Stuff! - The Experiment Phase):**
  - ○ **What it Means:** "This is where the fun begins! You're going to try *new things* to see what works. Don't be afraid to fail – that's how you learn!"
  - ○ **Actionable Items:**
    1. **Choose ONE Thing to Experiment With:** Don't change everything at once. Pick *one* area to focus on. Examples:
       - ■ **Game Choice:** "I'll stream [New Game] for one week."
       - ■ **Stream Length:** "I'll try shorter/longer streams (e.g., 1 hour instead of 2)."
       - ■ **Schedule:** "I'll stream on Tuesday/Thursday instead of Monday/Wednesday."
       - ■ **Thumbnail Style:** "I'll use a new thumbnail design for my next 3 videos."
       - ■ **Chat Interaction:** "I'll try a Q&A session at the end of each stream."
       - ■ **Social Media Promotion:** "I'll post on Instagram Stories *every day* before my stream."
    2. **Plan Your Experiment:**
       - ■ **Write it down!** "What am I changing? How long will I try it? What metrics will I track?"
       - ■ **Example:**
         - ■ **Experiment:** Stream a new game (Among Us) for one week.
         - ■ **Duration:** One week (3 streams).
         - ■ **Metrics:** Average concurrent viewers, peak viewers, new followers, chat engagement (number of messages).
    3. **Execute Your Experiment:**
       - ■ "Stick to your plan! Don't change other things during the experiment."
       - ■ "Be consistent. If you're trying a new schedule, stick to it for the whole week."
    4. **Track Your Results:**
       - ■ "Use YouTube/Twitch/platform analytics. Write down the numbers *before* and *after* the experiment."
       - ■ "Take notes on chat feedback. Did people like the new game? Were they more engaged?"
- ● **C. Transformation (Learn and Adapt - Make Smart Changes):**
  - ○ **What it Means:** "This is where you analyze the results of your experiment and decide what to do next. Did it work? Did it fail? What did you learn?"
  - ○ **Actionable Items:**
    1. **Analyze the Data:**
       - ■ "Compare your 'before' and 'after' metrics. Did you see a positive change?"
       - ■ "Read your chat logs and social media comments. What did people say?"
    2. **Draw Conclusions:**
       - ■ "Was the experiment a success? A failure? Something in between?"
       - ■ "What did you learn about your audience?"
       - ■ "What did you learn about yourself as a streamer?"
    3. **Make Changes:**
       - ■ **If the experiment was successful:** "Keep doing what you're doing! Maybe even try to expand on it." (e.g., "Among Us was a hit! I'll add it to my regular rotation.")
       - ■ **If the experiment was a failure:** "Don't get discouraged! Learn from it and try something else." (e.g., "Among Us didn't work. My audience prefers RPGs. I'll try a

different RPG next week.")
- **If the results are mixed:** "Try to figure out *why*. Maybe the game was good, but the time of day was wrong. Make small adjustments and try again."

4. **Update Your "Playbook":**
- "Write down what you learned from the experiment. This will help you make better decisions in the future."
- **Example:** "Experiment: Streaming Among Us. Result: Increased average viewers by 10%, positive chat feedback. Conclusion: Among Us is a good game for my audience. Keep it in the rotation."

## III. Goals and Timelines (Realistic for Part-Time)

- **3-Month Target:**
  - **Goal Example:** "Increase average concurrent viewers by 20% *and* establish a consistent streaming schedule of at least 2 streams per week." (Be specific!)
  - **Focus:** Experimentation, finding your niche, building consistency.
  - **MICT Application:**
    - **Mapping:** Initial channel audit, audience research, competitor analysis (one-time, at the beginning).
    - **Iteration:** Weekly experiments (one new thing per week, for 12 weeks). This is the *bulk* of the work.
    - **Transformation:** Monthly reviews and adjustments to your plan.
- **6-Month Goal:**
  - **Goal Example:** "Grow my Discord community to 100 members *and* achieve an average stream length of 1.5 hours." (Focus on community and content quality).
  - **Focus:** Building a loyal community, refining your content, and establishing a strong online presence.
  - **MICT Application:**
    - **Mapping:** Review the data from the first 3 months. What were the *most successful* experiments?
    - **Iteration:** Continue experimenting, but with a focus on refining your *best* strategies. Try longer-form content, collaborations, etc.
    - **Transformation:** Implement changes based on your findings. This might include a new logo, updated channel branding, a more focused content strategy, etc.
- **Review Stage:**
  - **Weekly Check-ins:** Spend 15-30 minutes each week looking at your analytics and chat feedback.
  - **Monthly Reviews:** At the end of each month, do a more in-depth review of your experiments and results.
  - **3-Month and 6-Month Reviews:** These are your *major* strategy sessions. Look at the big picture and make significant adjustments to your plan.

## IV. Tools and Resources:

- **YouTube/Twitch/Platform Analytics:** "These are your dashboards. Learn how to use them! They show you what's working and what's not."
- **Discord Analytics (if applicable):** "If your server is big enough, use these to understand your community."
- **Social Media Insights (Instagram, etc.):** "Track your post performance."

- **Spreadsheet/Document:** "Keep track of your experiments! A simple table is all you need: Experiment | Dates | Metrics | Results | Conclusion." (Google Sheets, Excel, Notion, or even a notebook works).
- **Community Feedback:** "Your viewers are your goldmine of information. Ask them questions, listen to their suggestions, and *respond* to their comments."

## V. Example Experiment (Walkthrough - Detailed):

- **Scenario:** "You usually stream RPGs on Monday and Wednesday evenings, with an average of 5 concurrent viewers. You want to try streaming a new, popular action game (e.g., Fall Guys) to see if it attracts a larger audience."
- **Mapping:**
  - **Current State:** Average 5 concurrent viewers, streaming RPGs on Mon/Wed.
  - **Goal:** Increase average concurrent viewers.
  - **Context:** Fall Guys is popular, similar audience to RPGs (potentially).
  - **Resources:** You have the game, you have the time to stream.
- **Iteration:**
  - **Experiment:** "I will stream Fall Guys on Friday evening for 2 hours."
  - **Duration:** One stream (Friday).
  - **Metrics:** Average concurrent viewers, peak viewers, new followers, chat engagement (number of messages, positive/negative sentiment).
  - **Promotion:** Post about the Fall Guys stream on Instagram and Discord.
- **Checking/Transformation (After the Stream):**
  - **Analyze Data:**
    - Average concurrent viewers: 8 (higher than usual!)
    - Peak viewers: 12 (also higher)
    - New followers: 3 (good!)
    - Chat engagement: High, lots of positive comments.
  - **Conclusion:** "Fall Guys was a success! My audience seems to enjoy it."
  - **Transformation:**
    - **Option 1 (Conservative):** "I'll stream Fall Guys again next Friday."
    - **Option 2 (More Aggressive):** "I'll replace one of my RPG streams with a Fall Guys stream next week (Monday: RPG, Wednesday: Fall Guys, Friday: Fall Guys)."
    - **Document:** "Experiment: Fall Guys stream on Friday. Result: Increased viewers and engagement. Conclusion: Positive. Action: Add Fall Guys to the regular schedule."

## VI. Conclusion:

- **Reiterate the Value:** "MICT/HCTS isn't about complicated formulas. It's about having a *plan*, trying new things, *measuring* the results, and *adapting* your strategy. It's a cycle of continuous improvement."
- **Encouragement:** "Don't be afraid to experiment! The worst that can happen is you learn something. Have fun with it, and your viewers will too!"
- **Call to Action:** "Start your first MICT cycle *today*! Do your channel audit, set a 3-month goal, and plan your first experiment. You got this!"

## Key Improvements in this Expanded Version:

- **Actionable Items:** Each stage now has specific, actionable steps that streamers can take.
- **Concrete Examples:** More examples are provided throughout, making the concepts easier to

understand.
- **Realistic Goals:** The 3-month and 6-month goals are tailored to part-time creators.
- **Detailed Experiment Walkthrough:** The example experiment is more detailed, showing the entire process from planning to analysis.
- **Emphasis on Measurement:** The importance of tracking metrics is emphasized throughout.
- **Encouraging Tone:** The overall tone is positive and encouraging, motivating streamers to take action.

This expanded outline provides a very practical and user-friendly guide for your daughter and her friend to apply the MICT/HCTS framework to their gaming channel. It's tailored to their specific situation, and it emphasizes the iterative, experimental nature of the framework. It should empower them to take a more strategic and data-driven approach to growing their audience.