



# TYPE ONE TALKS

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I HELP DIABETICS NAVIGATE THEIR DIABETES JOURNEY

## FOLLOWERS

Insulin dependant type 1 and type 2 diabetics willing to invest in products and services that help them improve quality of their life with diabetes. They follow latest trends in diabetes technology, complementary products, nutrition and fashion.

## ABOUT ME

I have been a diabetic for 34 years. I am a self-taught content creator with 12 years of professional experience in a client facing managerial role at an international firm.

## CONTENT

Weekly high-quality YouTube videos about diabetes technology, blood sugar management, diabetes accessories, and everyday lifestyle tips for diabetes community of all ages.



**90,000 SUBSCRIBERS**

**4+ MIL. VIDEO IMPRESSIONS/MONTH**

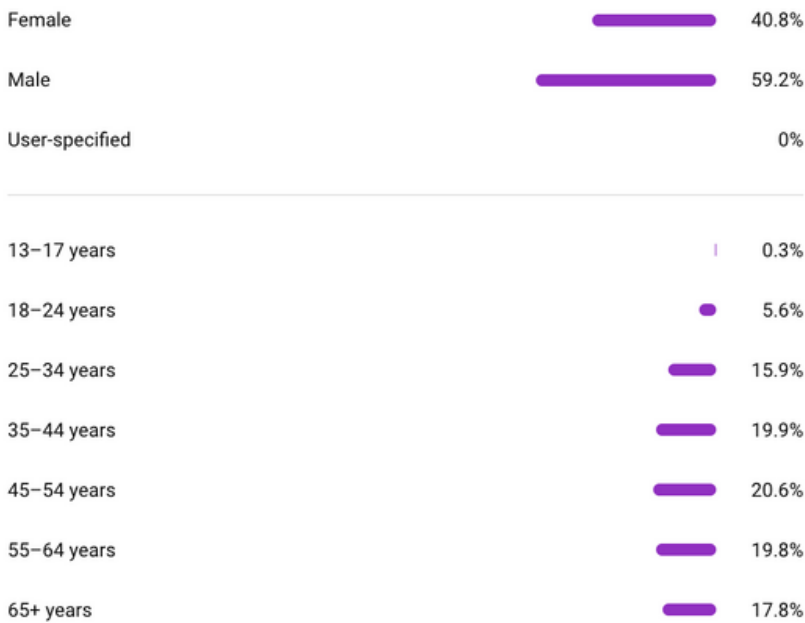
<https://www.youtube.com/c/TypeOneTalks>

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## YOUTUBE AUDIENCE DEMOGRAPHICS

### Age and gender

Views · Last 90 days



**76 %**  
followers in the  
productive working age  
25 - 64 years old



**> 45 %** followers from the  
United States

**> 80 %** followers from  
developed countries

### Top geographies

Views · Last 90 days



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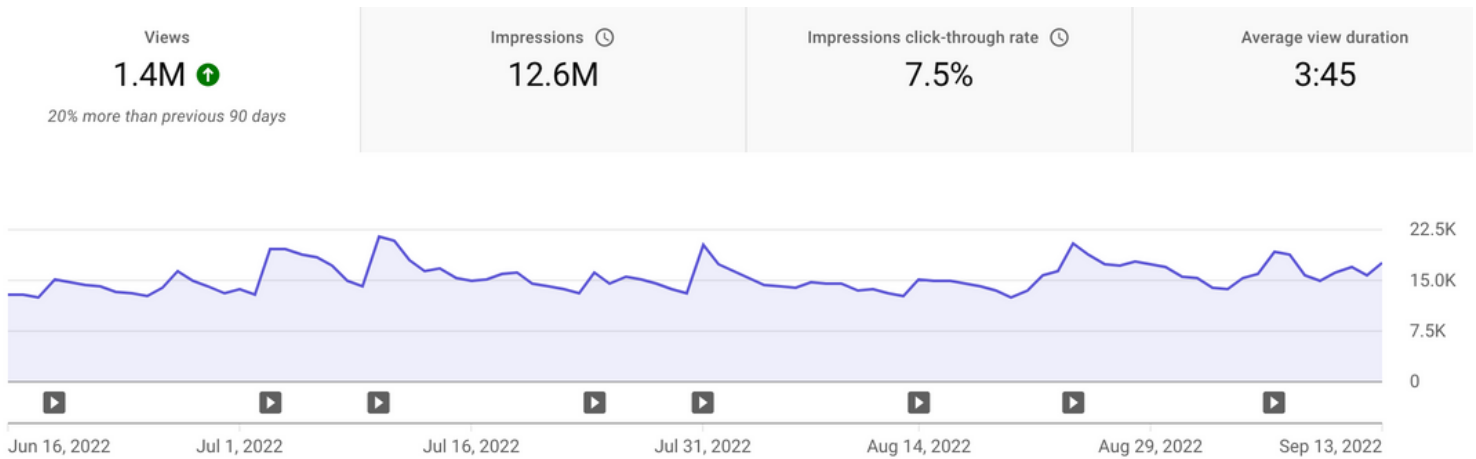
## YOUTUBE CHANNEL STATISTICS

**500,000+** views per month

**5,000+** new subscribers per month

**50,000+** avg views per video in 6 months

**20%** channel growth in the last 90 days



**7.5%**  
impression  
click-through rate



regular weekly  
video uploads  
since  
**MARCH 2020**

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## MOST POPULAR PRODUCT REVIEW VIDEOS

My product review videos are produced in an informative easy to understand manner. I focus on presenting both positive and negative sides of each reviewed product in order to help my audience reliably identify products which suit best to their specific needs. Each product review is complemented by a high number of product shots and close ups.



**FREESTYLE LIBRE 3**  
product review

<https://youtu.be/UU6CRYiAwIY>



**DEXCOM G6**  
product review

[https://youtu.be/0sMslMSxs\\_Q](https://youtu.be/0sMslMSxs_Q)



**FREESTYLE LIBRE 2**  
product review

<https://youtu.be/n3H4TcJr5UM>



**CONTROL IQ ALGORITHM**  
product review

<https://youtu.be/3VrWyXczDoA>

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## BRAND PARTNERSHIPS & REFERENCES

I focus on long-term partnerships with reputable brands. I work hard to build mutual trust and respectful relationship benefiting both sides. I partner with brands that provide high-quality products or services which fit seamlessly with my content and add value to my viewers. In my videos, I present my honest opinion and personal experience with brand products and services.



**KLINIO / MY DIABETES APP**  
sponsored video

<https://youtu.be/dbxnKifOSmc>



**SKIN GRIP PATCHES**  
sponsored video

<https://youtu.be/jPGIQnu9Qd4>



**TEMPRAMED COOLER**  
sponsored video

<https://youtu.be/kJMOcbTBg3Y>



**FREEZERFIT**  
sponsored video

<https://youtu.be/BN3TrpTYwKY>

### ISAAC PARKINSON, SKIN GRIP:

"We worked with Tom on some sponsored YouTube videos and were very pleased with our partnership. He always delivers on his promises and if we are not satisfied he works with us to make things right. Working with Tom is easy because he communicates clearly and manages expectations as good as anyone. We never have to wonder about whether the project will get done or not because his projects are always on schedule."

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## MY SERVICES & CONTACT

My services are all-inclusive. I am responsible for all stages of the project; content strategy, pre-production, shooting, post-production, promotion and distribution. I use my own gear and produce high-quality video in any format for any social media platform (YouTube, Instagram, Facebook, LinkedIn, etc.).

### SPONSORED VIDEO

Distributed through the Type One Talks YouTube channel sponsored by your brand; includes a mention of your product/service which is closely related to the video topic and might include special promotion, and/or affiliate link.

### VIDEO "TO GO"

Delivered to you in a requested electronic format of your choice for distribution through your own channels, such as various social media profiles.

### SOCIAL MEDIA STRATEGY

Strategic advice for your YouTube channel and/or other social media profiles; this may include a combination of consulting services and content production services.

### BUNDLE / PARTNERSHIP

Made-to-measure for you; the package includes a combination of the above listed options of your choice along with other long term collaboration elements depending on your specific needs.

### CONTACT

**TOM VESELY**



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YOUTUBE: [HTTPS://WWW.YOUTUBE.COM/C/TYPEONETALKS](https://www.youtube.com/c/TYPEONETALKS)



IG: TYPEONETALKS