

THE PERSONA ATLAS

The characters that are working right now

Nobody in this niche wins as themselves. They win as a character. These are the archetypes running today, ranked by how far each one travels past its own audience.

12 archetypes identified	83 profiles classified	471 profiles reviewed
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Ranked by reach, not by size

Median engagement is median views divided by follower count. It tells you how hard a character travels beyond the audience it already has, which is the only thing that matters when you start at zero.

Jamaican / Caribbean 2 profiles		224.7%
African / Egyptian 2 profiles		97.9%
Nordic 2 profiles		56.4%
Talking food 2 profiles		28.6%
Japanese elder 6 profiles		25.9%
AI 3D / animation 3 profiles		14.8%
Herbalist / apothecary 28 profiles		5.5%
Grandma / matriarch 11 profiles		4.8%
Amish / Mennonite 3 profiles		4.6%
Latin / Mediterranean 3 profiles		4.3%
Doctor / clinician 9 profiles		3.2%

Chinese medicine

12 profiles



2.7%

Median engagement by archetype. Profile count under each label.

Small samples are marked. Where an archetype has fewer than five profiles, treat it as a signal worth testing, not a rule.

The archetypes, with who is running them

Jamaican / Caribbean

224.7%

median engagement · 2 profiles

PROFILE	FOLLOWERS	ENG.
Mama Marva Roots Natural remedies	36 000	447%
Iyah Rootman Natural remedies	1 000 000	2%

Nordic

56.4%

median engagement · 2 profiles

PROFILE	FOLLOWERS	ENG.
Rúnar Ketilsson General health	87 000	111%
Frøya Organics Natural remedies	319 000	1%

African / Egyptian

97.9%

median engagement · 2 profiles

PROFILE	FOLLOWERS	ENG.
Auntie Anise Natural remedies	30 000	193%
Elder Kofi Wisdom Natural remedies	395 000	3%

Talking food

28.6%

median engagement · 2 profiles

PROFILE	FOLLOWERS	ENG.
Simple Tips Daily Nutrition & recipes	181 000	29%
So Cute Nutrition & recipes	10 000	28%

Japanese elder

25.9%

median engagement · 6 profiles

PROFILE	FOLLOWERS	ENG.
Kenji Health Tips Natural remedies	209 000	44%
Ken.remedie Gut & digestion	184 000	41%
Haru Kioka Lymphatic & detox	37 000	41%
Grandma.June Natural remedies	513 000	11%

AI 3D / animation

14.8%

median engagement · 3 profiles

PROFILE	FOLLOWERS	ENG.
Nutri-Smart Nutrition & recipes	473 000	101%
Younger Daily Anti-aging & longevity	257 000	15%
BODY FACTS 3D General health	175 000	5%

Herbalist / apothecary

5.5%

median engagement · 28 profiles

PROFILE	FOLLOWERS	ENG.
Kim's Remedy Energy stress & sleep	79 000	146%
Nature knows best Natural remedies	723 000	90%
Organic living Nutrition & recipes	19 000	48%
Nadinelangstonn Natural remedies	107 000	46%

Grandma / matriarch

4.8%

median engagement · 11 profiles

PROFILE	FOLLOWERS	ENG.
Mama Zuri Hair	74 000	14%
HerbVerse Natural remedies	984 000	10%
Gloria Alice Natural remedies	108 000	9%
Grandma Healer Women's health	191 000	7%

Amish / Mennonite

4.6%

median engagement · 3 profiles

PROFILE	FOLLOWERS	ENG.
Marta Yoder Natural remedies	63 000	19%
Stoltzfus Family Wellness Nutrition & recipes	169 000	5%
Abram Stoltzfus Energy stress & sleep	296 000	1%

Latin / Mediterranean

4.3%

median engagement · 3 profiles

PROFILE	FOLLOWERS	ENG.
NonnaMaria Anti-aging & longevity	21 000	13%
Don Ramon Natural remedies	185 000	4%
NonnaSofia Lymphatic & detox	1 100 000	4%

Doctor / clinician

3.2%

median engagement · 9 profiles

PROFILE	FOLLOWERS	ENG.
Dr. White USA Natural remedies	213 000	138%
Dr. Pulse General health	40 000	78%
Martha.Knows Gut & digestion	90 000	13%
Doctor Wizzy Natural remedies	673 000	7%

Chinese medicine

2.7%

median engagement · 12 profiles

PROFILE	FOLLOWERS	ENG.
Wei Chen Natural remedies	51 000	245%
Master Lin Natural remedies	17 000	41%
Mama Weng Natural remedies	51 000	11%
Mr. Wei Natural remedies	130 000	8%

What every one of them has in common

Age is the credential Grandmother, elder, master, doctor. The character is older than the audience, and that is the whole authority structure. No certificates, no résumé.	The knowledge has an origin Japanese, Chinese, Jamaican, Amish, Egyptian. The remedy comes from somewhere with a story, which is what makes it feel discovered instead of sold.
The character never sells They share what they do. The product shows up as what they already use, never as an offer. The link does the selling.	One character, one face, forever Same person in every video, same room, same clothes. Consistency is what turns a page into a person people follow.