

NICHE - ENTREPRENEURIAL MINDSET COACHES
SERVICE - SHORT-FORM CONTENT CREATION

- Prospect 1: gary vee
 - Businessman, Author, Speaker
 - Social media followers:
 - Facebook - 6.8M
 - X - 3M
 - YouTube - 4.5M subs
 - TikTok - 15M
 - Instagram - 10.2M
 - Business:
 - He sells a book on amazon.
 - He has a cartoon channel he is promoting which has 87963 monthly visits.
 - He has a digital marketing agency which has 51088 monthly visits on the website.
 - Content:
 - He mostly posts short-form videos on advice for entrepreneurs, motivational speeches, motivational quotes, educational content and positivity videos/photos.
 - How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more visits/sales.
- Prospect 2: alex hormozi
 - Entrepreneur, Investor, Motivational speaker
 - Social media followers:
 - Instagram - 2.9M
 - YouTube - 2.76M subs
 - X - 703.8K
 - Business:
 - He has a business that hosts online communities which has 18.78M monthly visits
 - He has a business that buys, scales and helps new business grow which has 950,709 monthly visits
 - Content:
 - He posts motivational quotes, motivational speeches, educational content, mindset changing videos.
 - How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more visits/sales.
- Prospect 3: tony robbins
 - Author, Coach, Speaker
 - Social Media Followers:
 - IG - 7.2M
 - X - 3.1M

- TikTok - 940K
 - YT - 2.03M
- Business:
 - He has monthly newsletter on linkedin
 - He's selling tickets for an event
 - He sells books
 - He has a website which has 1.1M monthly visits
- Content:
 - He mainly posts motivational/mindset speeches, but also posts inspirational quotes, snippets from public speaking.
- How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more ticket sales, book sales, customers on newsletter.
- Prospect 4: pbd
 - Entrepreneur, author, ceo
 - Social Media Followers:
 - IG - 5M
 - X - 1.1M
 - TikTok - 1.1M
 - YT - 6M
 - Business:
 - He sells a book on amazon with 20 ratings
 - He has a separate podcast channel
 - He has a merch with 147K monthly visits on the website
 - He has a networking app with 970 ratings on the app store
 - He owns a business conference with 30k monthly visits on the website
 - Content:
 - Posts long-form podcasts, snippets from podcasts (short-form), political content
 - How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more visits/sales, more app downloads, more merch sales.
- Prospect 5: tom bilyeu
 - Entrepreneur, youtuber, filmmaker
 - Social Media Followers:
 - IG - 1,9M
 - FB - 1.2M
 - TikTok - 319K
 - YT - 4.4M
 - Business:
 - He owns a business the improves peoples' lives and has 42k monthly visits.
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 - Content:
 - Posts long-form podcasts, short motivational speeches, motivational quotes, educational content

- How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more youtube subscribers and website visits.

- Prospect 6: david goggins
 - Motivational speaker, athlete, author
 - Social Media Followers:
 - IG - 12.6M
 - FB - 1.9M
 - X - 970K
 - Business:
 - He has a merch with 110k monthly visits on the website
 - He is currently selling 2 books on amazon with 103k ratings and 11k ratings.
 - Content:
 - Posts short-form talking head motivational videos, short videos of himself working out, and also motivational paragraphs.
 - How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more website visits and book sales.

- Prospect 7: ed mylett
 - Motivational speaker, mindset coach, entrepreneur
 - Social Media Followers:
 - IG - 2.9M
 - TikTok - 255K
 - YT - 1M
 - Business:
 - He has a personal website with 34k monthly visits (declining)
 - He has 2 merch websites (both not showing analytics on similarweb)
 - He is selling 2 self-help books
 - Content:
 - Posts short-form talking head motivational videos, long-form talking head self-help videos
 - How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more book sales and get the website visits back up.

- Prospect 8: jim kwik
 - Writer, entrepreneur, podcaster, brain coach
 - Social Media Followers:
 - IG - 2.4M
 - X - 389K
 - FB - 479K
 - Business:
 - He has a business website with 114k monthly visits
 - He is selling a book

- Content:
 - Posts short-form talking head brain coaching videos, posts pictures about helpful information in the niche, motivational posts
- How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more website visits and book sales.
- Prospect 9: sahil bloom
 - Writer, entrepreneur, content creator
 - Social Media Followers:
 - IG - 684K
 - YT - 22K
 - X - 1M
 - Business:
 - He has a website with 175k monthly visits
 - He has a book on pre-order about wealth
 - Content:
 - Posts motivational quotes, podcast snippets (short-form inspirational content), mindset posts on X, self-help long-form videos on YT
 - How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more book pre-orders and website visits.
- Prospect 10: mel robbins
 - Podcast host, author, motivational speaker
 - Social Media Followers:
 - IG - 6.4M
 - YT - 3M
 - X - 201K
 - FB - 2.5M
 - TikTok - 2.4M
 - Business:
 - She hosts a podcast
 - She sells books
 - She public-speaks
 - Her websites where she sells everything has 350K monthly visits
 - Content:
 - Posts podcasts, talking head long-form videos, motivational quotes, podcast snippet shorts.
 - How my service (short-form video editing) helps their business:
 - Neat, quality videos lead to more views which then leads to more podcast views and book sales.