

Hi Ryan,

I hope this email finds you well, recently when I was on the bus I heard some people talking about how veganism helped them lose weight. After returning home I started exploring content on vegan diets and found your youtube channel.

I was impressed by your recent video 10 tips for weight loss on a plant-based diet where you talk about how weight loss is not only about nutrition but exercising too. I appreciate that you address this misconception people have about weight loss.

Your channel trailer led me to the website where I found that you didn't have a newsletter. A newsletter would greatly benefit your business. It would grow your email list and increase your audience.

As a complementary piece of work to showcase my full potential, I have attached a google docs link that leads to a Facebook ad. I have made this add-on a principle known as divert attention, which will make the viewers stop on the track and get them to pay attention to your content. It can be used to divert traffic into your lead magnet where they will provide you with their email.

Let me know your thoughts on it.

Kind regards,

ANUJ BARAILI

Hi Melissa,

I hope this email finds you well, recently I had a talk with my friends about what is the fastest way to lose weight, turns out veganism is one of them. So, I looked up veganism on youtube and came across your channel.

I was impressed by your video 9 oil-free easy plant-based meals all the recipes you share looked tasty and your audience would greatly benefit from it.

I really appreciate that you have compiled your 9 meals into one video so that some of your audience who don't watch reels and shorts can enjoy it too.

I got to your website while I was exploring the about me section on your channel. I found that you are missing the newsletter on your website. Newsletters are very important for businesses as they pitch new potential clients through them.

As a sneak peek of my skill, I have made a Facebook ad that uses the recent ups in the algorithm. I have provided a google doc link that will lead to the facebook ad.