

Paid Promotion Primary Revenue

LEGITIMIZE:

Go to Rian Othus and do academic debate settling content. All viral. We get massive growth and rock solid credibility. Use viral content from this trip to get high Cost Per Mille numbers.

FOCUS ON INK INDUSTRY:

Then we do a live stream and content series using an entire color ink set and tattoo it in the skin of myself and people with different skin tone. High quality photos and content and regular updates and really maximize ROI with it

CORPORATE:

John McCarvel he has incredible story I have his dm:

Foster paid promotions with major distributors and snag some of their marketing budget. We can prove greater ROI on investing with us.

INK COMPANIES:

Do paid promotion deals with all the ink companies. The very nature of the series is literally creating a resource that uses every single major ink company to make this resource.

LITERALLY EVERYONE WANTS THIS. It's a massive opportunity and we're the only people thinking about it like this .

DYNAMIC INK:

Mail paper pitch to the CEOs of Dynamic Ink they have the best angle due to tightest regulation. Lean into it as the "safe" ink brand.

PILOT:

Scratcher ink masters pilot. Shop that around the networks. Use paid promotions in every episode and make comparing brands (artists love side by side comparisons more than anyone. There's a massive market gap due to lack of transparency that has created a HUGE opportunity) land deal to product show. Meanwhile we're doing our creator income the whole time

PMF:

Ephemeral Tattoo Ink paid promotions (PMF consulting with carrier solution system)

Live Streaming.

Daily 1hr live show.

Affiliate links.

Paid promotions.

Paradox of choice product testing.

Do a break in the middle of our live show to plug products. We could even do commercials.

TikTok Shop Weekly Live:

Product testing TikTok shop links.

QVC style show one hour a week.

Bring on guests. Make it fun. Have a whole production.

Paywalled Content:

-release documentary on YouTube. Make all behind the scenes or scenes that got edited out as a scalable digital product available on Substack. A \$10 paywall to download like 2hrs of footage.

PMF Consultant Marketing Strategy:**1. Identify Viable Gaps:**

-We identify gaps in markets for fun and explore potential opportunities.

2. List Potential PMF Opportunities

-Develop a list of potential product-market fit opportunities to target.

3. Market Analysis

-Conduct thorough market research to evaluate the viability of each project.

4. Create a Project Pitch

-Build a compelling pitch for each identified opportunity.

5. Engage with CEOs

-Meet with CEOs to learn about their projects, offer free consultation, and connect on LinkedIn.

6. Educational Content

-Post publicly about the identified market gap to demonstrate expertise and drive scarcity.

7. Organic Reach from Other Departments

-Content organically reaches other departments within the company.

8. Increased Outreach

-An official contacts us after seeing the content, then we pitch our consulting services.

9. Send Business Agreement

-Send a formal business agreement for PMF consulting services.

10. Unique Value Proposition (UVP)

We focus on our strong reputation, not equity, royalty, or exclusive rights.

11. Pricing for PMF Consulting

-Per Project (Idea to Launch): \$30K flat fee

-Post-Launch: \$10K/month retainer

12. Commissions for Direct Sales

-15-20% per conversion, separate from PMF consulting fees.

Tattoo Takeover

- Serialized episodes: (YouTube/OFTV/Substack/Nebula TV)
- Reality TV
- Like Kitchen Nightmares, but we do a hostile takeover and buy them out
- We find tattoo studios. Offer the owner a buyout, do a call to action
- Have local marginalized folks duplicate our data room & complete their own
- Shark Tanks style we hire the winner to run the space
- We scout ahead of time, only add businesses to grow our portfolio revenue