

SL: Lisa,Your Audience's Pains and Desires...

Hi Lisa,

I was blessed to come across your latest YouTube video about shish kabobs!

I like how you explained the sirloin's good marinade absorption.

With these delicious shish kabobs in mind, I explored your website and social media.

That's when I found your Twitter account, and I saw you didn't have a big audience there.

A new approach is to speak about your audience's pains and desires, then offer them recipes as a solution to encourage them to visit your website.

This way, it allows you to expand your community via Twitter.

Big companies like Unimeal usually adopt this approach.

I've pasted examples of Tweets below. I think using them would exponentially increase your connection with your audience within a week.

Do those tweets match your voice?

Kindest regards,

Axel

 Tweets 