

Background:

-My client is a meal prep company out of Washington DC serving the greater DC MD VA area. Pretty small (16-20 orders/week)

Client website: <https://mealsofdopeness.com/>

-I landed her under the plan of "i dont get paid until i get her amazing tangible results"

-I have not been able to do this yet.

-I started off just helping her write an email, and then sold her on a lead magnet project (stole this idea from a top player in the space), which i haven't been able to complete for a few months now between the urgent things that pop up with her, starting other projects (we started up a weekly newsletter & blog, doubles as an order reminder mechanism, and im building her website seo through blogs), my other client, and my sub-par time management skills.

Her meals are not the typical bland, healthy meal prep chicken-and-rice deal. They're more gourmet, featuring dishes from different cultures. There is no compromise in flavor, but they are still healthy. They are not for everyone, and they have a higher price point, 16-25\$/meal.

Current Goal:

For experienced status, I need to pull 3000+ dollars out of my subscribers' audience (10% rev share) = 300\$

Our Avg Order Value is 100-133\$

So I need to create at least 30 orders from my efforts.

More Long term goal:

Double Her monthly revenue to pay for half of my freedom: Take her from ~17 orders/week to 31 orders/week (1875\$ rev increase/ week == 375\$ for me /week)

-This def will require other things that improve retention rates

Assumptions:

- \$100-133 AOV
- 10% rev share

Current State:

~17 orders/week

~personal insta: 7100 followers

~MOD insta: 3000 followers

~email list: 1100

~new customers per week = 1-2

~my client has done close to zero email marketing

~for the past 6 months I have been running a weekly order reminder email that does the following

-Reminders our regular customers to place an order

Our Email List: 1105 subscribers

- 1) **Currently, Regular Customers (Purchased more than 4 times total + purchased in the 2 out of last 4 weeks)**
 - a) 17 People
 - b) They like us
 - c) We solve a problem for them
 - 2) **Purchased Only 1 Time**
 - a) ~100 all time, ~30 within the past year
 - b) We probably didn't meet their needs or their situation changed
 - 3) **Used to Purchase Regularly, But Now Inactive (Havent purchased in 1 month)**
 - a) ~90 (probably lower since I
 - b) We changed
 - c) Their situation changed
 - d) They had a bad interaction
 - 4) **Joined the List and Never Purchased (not pbd or taste of dmV)**
 - a) 754
 - b) They don't think, or don't know that we're the best solution
 - 5) **PBD (unpurchased) (a set of contacts my client inherited from a company that she pseudo acquired 4-5 years ago)**
 - a) 246
 - b) We didn't align with them
 - c) They don't know that we're the best solution
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Plan to Address Each Segment:

- 0) **Research Top 4% of my customers**
 - a) Setup Interviews where my client will interview the customer
 - i) I'm going to write my client out a list of questions she can ask
 - ii) We'll record the interviews so that I can analyze them
 - b) Perform additional target market research
 - i) Analyze Reviews of meal prep companies like me in the DMV area and other cities like DC
 - c) From my research, determine the top pain points/burning questions
- 2) **Purchase Regularly But Now Inactive**
 - a) Send them a reactivation sequence with a discount code to get them in.
- 3) **Send Out a Review solicitation email blast to garner more reviews and gain some customer research (Incentive ONLY HONEST google reviews in exchange for a discount code)**
- 4) **Joined the List and Never Purchased**

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 - (2) We'll record the interviews so that I can analyze them
 - ii) Perform additional target market research
 - (1) Analyze Reviews of meal prep companies like me in the DMV area and other cities like DC
 - iii) From my research, determine the top pain points/burning questions
 - iv) Create a suite of content (make sure to use VIDEOS) that will indoctrinate new leads + convert those in my current list that haven't purchased
 - v) Create a suite of emails sending this content, + CTA to try and convert them along each step
 - vi) Break my audience 750 people into 3 random groups, so that I can iterate with each attempt

5) Future work of Expanding the Audience with Organic or Paid Ads

- a) Launch a lead magnet + content first sales funnel (taking what I learned from step 3) to convert those new leads into customers
- b) Iterate
- c) Improve other monetization channels
 - i) Website
 - (1) Upsells ext
 - (2) Improve Pages Copy
 - (3) Improve SEO generally, (have been doing a blog to build the site seo)

Feedback takeaways:

Lead magnet for email list is critical → 1 of many pieces of content, lead generation campaign on instagram to pull in even more

-top 4% research, irresistible lead magnet, godfather offer, free content nurturing instagram campaign

Website design and consistency can def be improved.

More explicitly define the meals are of higher gourmetness due to uncompromising flavor “what sets up apart” → variety flavor, our story exct. → one of my indoc emails. “Not like us” → use the kedrick lamar song

I legit just NEED TO WORK MY ASS OFF AND GET AS MUCH WORK DONE AS HUMANLY POSSIBLE

For review/and reactivation oto of 30%, something AWESOME will bring them back and get them IN. it's about the bigger picture. Need to convince her. Paint the image and future potential if we can get them back

- personalized letter to them

 - Welcome them back, we missed you so much.

- ask for their birthday so we can send them a thank you gift every year

- if they become regulars, give them a referral % commission code to be advocates

Nuturing/education sequence is a good idea to warm up the “never purchased” but in list segment.

Try out claude.ai for next blogs to be written. And provide it with source material

Paid ads in the end after our system is ready to receive the traffic.

WORK AS FAST AS POSSIBLE!!!!!!

Victory Outline

- 1) Top 4% research
 - a) Goal of identifying the best things for lead magnets, 1, 2, 3 pains/ topics
- 2) Create an email list lead magnet
 - a) To pull people into the list "if this is free, paid must be amazing"
- 3) Landing Page
 - a) Capture the lead and contact details
- 4) Create a god father offer
 - a) So that when they get into our sales funnel they cannot resist buying, if they're warm enough
- 5) Create magic lantern of content
 - a) Warm them up and take them high enough to cave to the god father
- 6) Try organic advertising for 1 month long campaign on insta
 - a) Free low risk testing and improving before we throw money at it
- 7) Paid advertising
 - a) Start to scale since we have a tried and true method.

Side Quests

- a) Use claude.ai for Automation of next written blogs and outlines
 - i) Why
 - 1) Save us untold hours of writing
 - ii) How to Blog
 - 1) Feed it source material old blogs (4-6)
 - 2) Feed it some ideas and outline
 - 3) Let it run
 - iii) How to outline
 - 1) By feeding it the old one, giving it a determined structure, and then the topic, and a bit more of my ideas and let it run.
 - 2)
- b) OTO Reactivation (30%) + additional retention activities (TEST, try with 15% then try with larger % with next portion of audience)
 - i) Why:
 - 1) This will increase the audience
 - ii) Retention
 - 1) handwritten letter,
 - 2) welcome back and we missed you,
 - 3) ask for birthday so we can send them gifts,
 - 4) if they become regulars (purchase, setup referral code for % code for credit to their account everytime a referral purchases

- 5)
 - iii) Convincing her
 - 1) (convince her of higher percent) (I've noticed that we're stingy with discounts, I understand the idea that you still need to turn a profit however this is a short term sacrifice for potentially long term gain. We make an impression NOW, and capitalize with retention and secure them as audience members, high upside of loyal new regulars and low downside of effort, we live in a world with infinite energy and food. We can make this WORTH)
- c) Review Blast (20%)
 - i) Why
 - 1) Get more audience feedback
 - 2) Build reputation and trust
 - 3) Call out audience
 - 4) More ammo for content
 - d) Explicitly announce our USP via a video
 - i) Why
 - 1) This will set us apart immediately, call out audience, and draw attention, justify higher selling point
 - ii) VIDEO Idea
 - 1) variety flavor, our story exct. → one of my indoc emails. "Not like us" → use the kedrick lamar song
 - iii) Use
 - 1) On the insta as video
 - 2) On the website immediately
 - 3) During indoc of emails
 - e) Never purchased Warm Up
 - i) Use created content sequences to warm up and convert this audience in to buyers
 - ii) Do this for generally never purchased + for PBD's
 - f) Aesthetically redesign website for consistency of fonts and colors.
 - i) This will improve client trust, via feel of quality and professionalism.
 - ii) I can have brett help me with this.

Analyze All of Salla's Comments

There is a disconnect between my marketing and the target audience that I must solve. My interviews must fix this.

Make the content very visual when in regard to the food. People eat with their eyes

Need to get out testimonial game up

- need the run review blast to up that number
- need to see if christina has old testimonials from her clients
- use the stories on insta

Make sure you're catering venues are worth it.

Tone back the but smoochiness with the clients.

Free content == good

Free food == bad

You need to simply test ad's You can try and get as much out of organic, but it still must be tested.

All of it must match and be congruent the things we offer in the across the board.

Check out the paid advertising sections soon

GET PAID:

MOD

Now

- 1 time (/6 months) Reactivation Sequence (% of the second-time orders)
 - Group: ~90 people
- (Reoccurring) Abandon cart flow (%)
- Welcome Sequence
 - From Website: Coupon Opt-IN (7.5%)
 - From Lead Content Magnet Opt-in (15% of these peoples)
 - Post Purchase (determine the repurchase rate)

Post Research

- 1 time (/6 months) Never Purchased Email Subs (15%)
 - Joined
 - PBD
- (Reoccurring) New First-Time Offer (7.5% via new code)
- Welcome Sequence
 - From Lead Content Magnet Opt-in
- Google Business/ Other Business Pages (Compare baseline to current + ask every new customer how they found us)

New Client

SPIN them for an upfront service that will get me paid