

Research: He has been in the business for at least 12 years (YouTube). Born in Ghana, raised in Toronto. 2 decades of experience

Current State: Website is ass. Online presence consistency also, He got all the social media

Dream State (how I will make him more money): Rebranding is social media, posting daily content on here, and ensuring to get him a bigger online presence, which could result in many new clients.

Ideas; Share your wisdom. He needs an A-Z rebranding

## Outreach

### Subject Line: Gabe Unlimited Power

Hey Gabe,

There is a quote that describes you perfectly: Knowledge is power. You have been in your industry for more than 2 decades! You have the power to teach **thousands** of people about cooking skills.

Not only that, but you could give your subscribers on social media, daily tips on cooking, your last menu update, or your next cooking class.

In our digital age, social media is an important tool to generate revenues. This is why, in the PDF joint below, I have created samples of posts you can publish on social media.

Gabe, let me know how they are performing, and don't be shy to ask me more about this opportunity!

Have a great day.

Wilkins Saintil | Marketing For Business