

Hey Demetrio and Nicole,

Your basic steps of bachata videos are amazing. The comments in the comment section are positive even after 3 years. People love the attention to detail that you provide.

I noticed your videos have had fewer views lately. As an online digital marketer, this has to do more with your messaging. I don't know all the ins and outs of your business. But I assume you're wanting to gain more traction for your course through youtube.

I've thought of a couple of ideas that could be of help to you.

With your permission, I would like to share them with you.

If this is of interest to you, let's connect over Zoom sometime within the next week.

Thank you,

Erik Lopez

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Hello Demetrio and Nicole,

Your approach to the basic steps of bachata video was great, because people were able to stay in sync with you due to your back facing them.

I noticed your videos have had fewer views lately. As an online digital marketer, I believe this has to do with your messaging.

I don't know all the ins and outs of your business. But I assume you're wanting to gain more traction for your courses through youtube.

As I was looking at your channel, I was thinking that you could make content that is titled along the lines of: "How to dance Bachata for men" or "The top 5 dances at a latin club."

I might be totally wrong here, but let me know if this is of help to you.

Best regards,

Erik Lopez

Hello Demetrio & Nicole,

Compliments:

- The comments on your “Bachata Beginner Basic Steps Tutorial” show the wide number of audience that you attract.
- I think it's amazing to see the wide range of people that you attract in your “Bachata Beginner Basic Steps Tutorial”.
- The bachata box step tutorial is done quickly and effectively that I think people who view it can quickly learn what they want with out the fluff.
- The bachata minute moves is a great idea because it gives people exactly what will help them with their bachata moves.
- I liked your bachata box step tutorial because It gives you audience enough content to quickly learn what they need but also leaves out enough in depth detail to be curious and want to learn more.
- Your bachata box step tutorial is perfect for the people who have some knowledge of bachata and just want a quick change of pace.

Hello Demetrio & Nicole,

Your bachata box step tutorial is perfect for the people who have some knowledge of bachata and just want a quick change of pace.

I became curious about the brand and content that you've built. And as an online digital marketer, I'd like to suggest 5 youtube title captions that can bring more views to your videos based on what the current market is looking for. Here are my thoughts:

- How to dance Bachata for beginner guys?
- How to dance Bachata for beginner girls?!
- What is Bachata? Plus the 5 classic songs!
- 4 Easy Bachata moves to learn before your night out.
- The 5 basic steps to learn bachata as FAST as possible.

I'll be 100% honest, I like your business model and I believe that using the appropriate message you can reach more people who desire to learn how to dance bachata.

Would this be worth discussing if it's a possible fit?

Hello Demetrio & Nicole,

Just finished watching your *Bachata Box Step Tutorial*. Perfect! For anyone who knows a bit of bachata, but wants a quick change of pace. Personally, I'll be using it the next time I go out 😊.

Being 100% honest. I've read the reviews and noticed the attention to detail that you've put into your content. And so, I wanted to ask if I can be of help to you.

I'll admit, I don't know all the ins and outs of your business. But from a quick overview it looks like you're wanting to gain greater attention via youtube that could significantly help push traffic to the BDA courses.

With that in mind, I'd like to suggest 5 youtube title captions that'll captivate the attention of the readers. Captions that beginner dancers are looking to help solve *their* current situation in the world of Bachata.

Captions:

- 4 basic Bachata moves for guys/men!
- How to dance Bachata for girls/women?!
- What is Bachata? Plus the 5 must know songs!
- 4 Easy Bachata moves to practice before your night out.
- 5 bachata moves every couple must know!

If you're open to brainstorming how we might be a good fit to working together, let me know of a date that we could do a short 15 minute zoom call.

Best regards,  
Erik Lopez