

Day 6 - Prospecting

Niche: Crypto Content Creators

Service: VSLS For Funnels

Prospect #1:

Followers:

- X: 26.9K
- Youtube: 43.6K
- Discord: 8,257

Paid Membership: \$69.00p/m

Website Traffic: 21,386 Monthly Visits

- Direct: 21.16%
- Email: 0.04%
- Referrals: 4.24%
- Socials: 68.82%
- Organic: 5.41%
- Ads: 0.32%
- Duration: 00:58
- Bounce Rate: 63.86%

Target: This creator has a unique account helping people create algorithmic trading strategies. They attract followers through their social media but have a poor landing page and website, low quality, unappealing format and no real flow or organisation. I plan to condense their content into video format to make it easier for the viewer to go through the flow of purchasing their paid membership plan.

Prospect #2:

Followers:

- X: 338.8K
- IG: 65.7K
- TikTok: 156.1K
- Youtube: 241K

Paid Membership: \$35.00 - \$59.00p/m

Website Traffic: 5,244 Monthly Visits

- Direct: 24.72%
- Email: 0.01%
- Referrals: 2.22%
- Socials: 39.01%
- Organic: 33.88%
- Ads: 0.15%
- Duration: 00:08
- Bounce Rate: 33.2%

Target: This creator has a great website and product for their trade indicator packages, I noticed they don't run ads though and although they have a good amount of followers their product accounts don't have similar numbers. I plan to help them run ads and promote their product on their platforms.

Prospect #3:

Followers:

- X: 119.2K

Paid Membership: Free

Website Traffic: 3,547 Monthly Visits

- Direct: 60.51%
- Email: 0.10%
- Referrals: 8.84%
- Socials: 15.2%
- Organic: 14.55%
- Ads: 0.80%
- Duration: 00:00
- Bounce Rate: 87.12%

Target: This prospect has a unique stance in the crypto industry offering newsletters to their followers. Their website is completely free and is mainly in reading format. I see a lot of room for me to help this prospect grow with video content, they could start a video newsletter, podcast and narrated videos on the subjects they cover. With all this added they could promote a paid membership for a low cost in which i would help design.

Prospect #4:

Followers:

- X: 36.7K

Paid Membership: \$27.00p/m

Website Traffic: No Analytics

Target: This prospect has a lot of testimonials and following but their website does not come up on easily when searching for it. They also have out of date aspects to their website and advertisements which I could help touch up to make it look more appealing and eye-catching.

Prospect #5:

Followers:

- X: 58.9K
- Discord: 6K

Paid Membership: \$30.00p/m

Website Traffic: 1,058 Monthly Visits

- Socials: 100%
- Duration: 00:08
- Bounce Rate: 49.98%

Target: This creator could use help with his landing page, it isn't organised, trustworthy or appealing. They have good reviews and come up on top search results but I can see ways to convert more sales with they're funnels.

Prospect #6:

Follower:

- X: 137.7K

Paid Membership: \$225.00p/m

- Direct: 64.30%
- Email: 0.08%

- Referrals: 11.33%
- Socials: 7.64%
- Organic: 16.19%
- Ads: 0.46%
- Duration: 00:05
- Bounce Rate: 41.55%

Target: This prospect has a great following and a lot of trust on social media but their website is out of date and they don't run ads. I see potential to grow their sales by helping to redesign their website and running paid and social ads.

Prospect #7:

Followers:

- X: 4,545
- IG: 2,463
- Discord: 22,191

Paid Membership: \$7.00p/w

Website Traffic: No Website

Target: This creator is on the come up, they are top recommended on their purchasing platform but have low followers and funnels that aren't professional. I plan to help them grow their attention and generate more sales through video sales funnels and an eye catching video on their new website.

Prospect #8:

Followers:

- X: 10K
 - IG: 16K
 - Youtube: 56.2K
- Paid Membership: \$179.00 - \$599.00p/m
- Website Traffic: 4,309 Monthly Visits
- Direct: 1.56%
 - Email: 0.01%
 - Referrals: 1.33%
 - Socials: 82.95%
 - Organic: 14.01%
 - Ads: 0.13%
 - Duration: 00:17
 - Bounce Rate: 45.19%

Target: This prospect has good credibility on youtube but they're other platforms lack design and notoriety. They have a range of products from paid memberships to E-books but lack advertisement or any funnels. Their website could also use a redesign which i could help build.

Prospect #9:

Followers:

- IG: 136K
- Youtube: 4.24K
- TikTok: 30.8K
- Discord: 15.5K

Paid Membership: \$49.99p/m

Website Traffic: No Website

Target: This prospect is just starting out his crypto content creation but has great reviews, I plan to help them along their journey to promote their paid membership with ads and website design.