

Prospect Name:

1. Content:

- Food recipes and meal prep.

2. Target audience:

- People of all ages and gender. In general, people who don't have a lot of free time for cooking so they prepare their meal for the whole week.
- It is also suitable for people who want to impress their friends or family with a cool recipe.

3. Current State:

- He produces a good amount of videos, but doesn't really get that many views in comparison to his follower count or in comparison to other cooking channels.
- He doesn't really drive people to visit his website and support his patreon profile.
- His website isn't constructed very well. It's missing a newsletter, a biography, it's missing a distinctive element that focuses on making his followers feel like they are receiving personal attention.
- His Patreon subscriptions have little to none difference, except pricewise. His plans offer the same message when you subscribe which isn't great. His 5\$ and 10\$ plans have the same benefits, which really makes the decision really predictable for potential members.
- He doesn't have brand merch which is detrimental for developing his business.

4. Dream State:

- He gets a lot more views on his videos. People learn about his website from his videos and visit it.
- From the website they get a better perspective about his motivation, his goals, his story, and build a stronger connection with him.
- He has a newsletter that sends out new recipes every week and includes a shopping list that helps the reader find the ingredients faster. He gives updates on his upcoming videos, and gives general tips on improving some kitchen skills. His newsletter has important articles about foods and different ingredients.

- He can create a weekly subscriber competition that focuses on his recipes. The subscribers need to make one of his recent meals and send out a photo. The best dish will be featured as a shout out on the next video.
- He makes his subscription plans for Patreon stand out from each other, each delivering a different message to really make the potential supporter feel like he is doing something more when subscribing to the more expensive plan. He creates more benefits for the 10\$ plan like a discount from a shopping website or sends out a bonus recipe every week, or a merch gift of some sort (mug, magnet, etc.).
- He can create brand merch which he can send to his Patreon supporters.
- Afterwards they get sent to his Patreon page and subscribe to his channel.
- He starts the video by telling a short story about the recipe and its origin. Some FYI would be good.
- By implementing all these tools in his channel and website, he will definitely increase the views he gets and, in the best case, his Patreon supporters.

Scroll down for the Outreach

A New Opportunity is Cooking...

Greetings <name>,

I've been watching your channel for a week now. Great pace, practical production, no waffling like other chefs on their Youtube channel. 🙌

Although I did find that you are missing 2 KEY ingredients. 🚨

Famous chefs/cooks like Gordon Ramsey, Nusr-et, Nick Digiovanni and Ethan Chlebowski are utilizing them.

By incorporating these 2 ingredients, they've experienced 4 essential benefits:

1. Increased their click rates and views.
2. Established a deeper connection with their audience.
3. Created a stronger layer of communication with their subscribers.
4. Increased the curiosity for their content.

Have you heard of a "lead funnel"? It's a powerful tool for engaging with your audience.

I have drafted a welcoming message for your subscribers. If you could spare another minute, I recommend you check it out.

That's only 2 out of 5 ideas I have for you. If you want to learn the rest, reply to this email with "Yes".

Here's to a new opportunity,
Ivan Vasilev