

Mission:

1. Find a business with the ingredients for success
2. Come up with a hypothesis of something that could help them achieve their goals
3. Write a personalized outreach message to them following the principles in the lessons.
Aim for maximum impact
4. Send your message via email or social media DM

1.

Business/niche: Plant-based food alternatives

Youtube search: Plant-based cooking tips

Person: Derek Simnett

Website from person: [Simnett Nutrition](#)

2.

Get more people to go to your website because even on your Youtube channel, there aren't a lot of views (not be too offensive) and your products are in the description but you mention your products in every single of your videos. Then it would be repetitive so I would suggest for you, have different advertisements, not just your Youtube or Instagram but other forms like Google ads.

3.

Hey, Derek Simnett how's your day, hope everything is good! I saw one of your vegan cooking videos and there were some changes that could be adjusted. As a fellow advocate for cooking, I've been thoroughly impressed with your dedication to promoting healthy and sustainable food alternatives.

I have watched and known this plant-based cooking field for some time now and I believe that I have a good understanding of it.

But I see that you have this website that has these tanks, t-shirts and books and I have 6 suggestions to increase its sale.

I would be absolutely looking forward to having a call with you and discussing how to increase your sale and consulting some tips you could implement into your website and even more. I'm eager to hear your thoughts and explore how we can work together to empower individuals to embrace plant-based nutrition and culinary creativity.

I'm looking forward to having a call with you

Best regards,

Name
Company
Contact Information