

# Ingrid's Vegan Recipe Business Growth Strategy

*Your Step-by-Step Growth Implementation Plan*

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## Introduction

Hi Ingrid,

You have 6.3k engaged followers and viral content potential (that 330k reel proves it!), but you're not monetizing effectively. Here's exactly how I'll transform your Instagram presence into predictable monthly revenue.

### Current Situation:

- One lead magnet, but I heard you are almost done with the other?
- No revenue system
- Amazing content with no conversion strategy

**My Solution:** Complete attraction → conversion → retention system to generate \$5k+/m

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## ATTRACTION: Getting More Qualified Leads

### Creating Your Offers

We will develop core offers for your audience. The offer is not complete without:

- Low-ticket offer (\$10-\$50) - A recipes ebook, Monthly vegan community, etc.
- High-ticket offer (\$150+) - 1-on-1 Meal Planning, Personalized nutrition & recipe plan, etc.

### Building Additional Lead Magnets

We will create multiple lead magnets targeting different audience segments to maximize lead capture across your entire following.

We will add automations such as “Comment “VEGAN” for a free vegan cookbook”. Also we will automatically send nurturing emails to people who download our lead magnets.

## **Content Strategy Implementation**

We will optimize your content mix to include educational posts, personal journey content, and community features while maintaining your recipe strength. Every piece will strategically drive traffic to your lead magnets.

### **Authority Content (40% of posts)**

- Positions you as the expert
- Educates your audience
- Builds trust and credibility
- Examples: Educational carousels, myth-busting posts, research breakdowns

### **Connection Content (40% of posts)**

- Humanizes your brand
- Creates emotional bonds
- Builds community
- Examples: Behind-the-scenes, personal stories, client celebrations

### **Conversion Content (20% of posts)**

- Promotes services
- Includes clear calls-to-action
- Drives business results
- Examples: Service announcements, testimonials, limited-time offers

## **Setting Up Paid Advertising**

We will launch retargeting campaigns for your website visitors, create lookalike audiences from your email list, and scale with interest-based targeting to consistently bring in new qualified leads.

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# **CONVERSION: Turning Followers Into Customers**

## **Creating Your Video Sales Letter (VSL)**

A VSL is a video sales letter. It is usually around a 5-10 minutes long video, where you talk about your program. We will script and produce a compelling sales video that converts visitors into customers 24/7 without you having to sell personally.

## **Building Your Sales Website**

We will create a high-converting landing page built around your VSL with testimonials, program breakdowns, book a call button, FAQ Section and more.

## **Email Follow-Up System**

We will write and set up automated email sequences that nurture leads with your story, build trust through valuable content, handle objections, and present your offers at the perfect timing.

## **Lead Qualification Process**

We will implement systems to identify your hottest prospects through engagement scoring, surveys, and application processes for your high-ticket program.

## **Client Onboarding System**

We will create welcome sequences, private community setup, and automated delivery systems so new customers get immediate value and clear next steps.

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# **RETENTION: Keeping Customers Happy and Buying More**

## **Community Platform Setup**

We will build and manage a private Facebook/Skool community where your customers can share wins, get support, and stay engaged with your brand long-term.

## **Retention Campaign Development**

We will create monthly value-add content and engagement systems to your community that keeps customers active and reduces churn.

## **Upsell Automation**

We will implement automated sequences that naturally introduce additional offers to existing customers at optimal timing.

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# **WHAT I RECOMMEND**

## **YouTube Channel Launch**

YouTube content strategy with recipe tutorials, meal prep content, and educational videos bring way better leads, since its the platform with highest retention span and purchasing power. Its way easier for you to show your expertise.

I will handle scripting, editing and thubmanils.

## **Strategic Partnerships**

We will identify and facilitate collaborations with vegan brands, other creators, and complementary businesses to expand your reach.

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# **What You Can Expect**

I'll handle all the technical implementation while you focus on creating amazing content. Within 90 days, you'll have a complete business system generating consistent revenue from your Instagram audience.

Your role: Keep creating great content and engaging with your community

My role: Build and optimize all the systems that turn your content into profit

## **Key Metrics We'll Track:**

- Email list growth rate
- Sales page conversion rate
- Customer lifetime value

- Instagram engagement and follower growth