

CONTENT STRATEGY PROPOSAL

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WHY NEW STARTUPS FAIL (& HOW YOU CAN PREVENT IT)

There are over 10,000 funded AI startups in the world. Every month, there are approximately 100 new AI startups published on Product Hunt; only a handful survive the first couple of years

THE CORE PROBLEM:

You Are Invisible to the Right Audience

- Most startups, especially in AI/SaaS, build impressive solutions, but go unnoticed.
- Without a content strategy, founders chase quick wins, wasting budget on short-term ads and hype.
- You miss the chance to connect, educate, and build trust with your ideal customers.
- No SEO? You're invisible on Google, ChatGPT, and Perplexity.
- End Result: You wonder why you're not getting leads or traction.

People Can't Buy What They Don't Know Exists!

THE SOLUTION:

Consistent, Valuable, Human Content = Authority + Trust

- With a targeted, ongoing content strategy, your brand becomes visible, credible, and discoverable.
- Understand your audience deeply to speak to their pain points and needs.
- Use educational guides, tutorials, and knowledge base articles to nurture trust.
- Launch campaigns on social channels where your users actually spend time.
- SEO will make your startup discoverable on search engines and even in AI summaries
- SEO + Email = Ongoing organic growth and new leads, even when you sleep.

Content strategy is the foundation for sustainable, long-term startup growth. Don't expect overnight wins, but do expect compounding results!

HOW I CAN HELP

I Have A Simple, Effective Process to Make Your Startup Stand Out

Step 1: Identify Your Audience

- Deep market research to find your ideal customers.
- Build a detailed buyer persona: Know what they care about, where they hang out, and what motivates them.
- **Benefit: No more wasted effort on the wrong audience.**

Step 2: SEO & Content Plan

- Keyword & topic research for real SEO opportunities (Google & AI search).
- Create a 30-day content calendar focused on education and awareness.
- **Benefit: Every post moves you closer to your ideal customers.**

Step 3: Content Creation & Distribution

- Launch your startup blog with SEO blog posts & content pillars.
- Repurpose posts into social content (LinkedIn, Quora, etc.).
- Set up and write a targeted email campaign.
- **Benefit: You're discoverable, everywhere your audience looks.**

Step 4: Convert Visitors to Leads

- Develop an irresistible lead magnet (eBook, free tool, or resource).
- Integrate with your email platform for lead capture and nurturing.
- **Benefit: Turn traffic into actual prospects.**

Step 5: Measure, Learn, Optimize

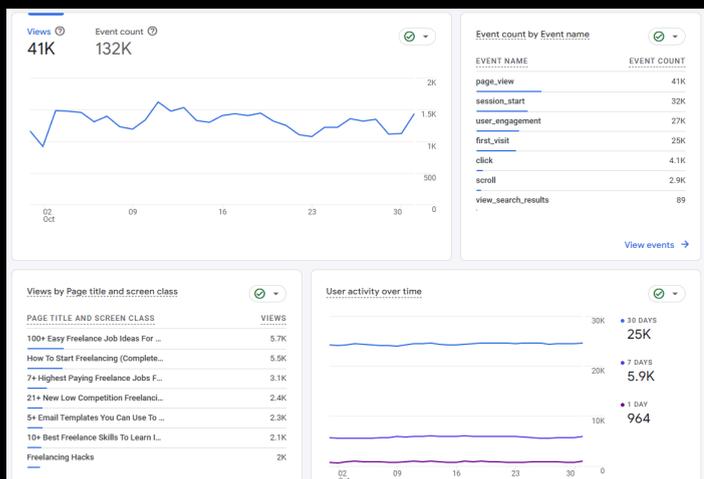
- Track visitors, leads, and engagement so you know what works.
- Monthly review: what's working, what's not, and quick pivots.
- **Benefit: See real progress, not guesswork.**

WHY HIRE ME?

I'm Roshan Perera

For over 10 years, I've helped dozens of startups turn traffic into real customers.

I worked with millionaire entrepreneurs, emerging brands, and even magazines to grow their traffic and lead generation.



Well-targeted content pillars with keyword-optimized articles are always effective.

My own content sites get 40k+ visitors/month.

It's proof that my strategy works!

Let's put that same system to work for your business!

Book a Free Content Strategy Session (via Email or Zoom)

Email: nrjperera@gmail.com

LinkedIn: [linkedin.com/in/nrjperera](https://www.linkedin.com/in/nrjperera)

PACKAGES

Most agencies charge \$5,000–20,000/month. My packages are designed for lean, early-stage startups to generate real results, with no contracts.

One good customer can easily cover your entire content investment for a month or more!

STARTUP KICKSTART PACKAGE

(One month, no contract)

- ✓ Audience research & persona building
- ✓ 30-day content strategy & editorial calendar
- ✓ 4 x long-form blog posts (SEO optimized)
- ✓ AI Overview optimization (Google, ChatGPT, Perplexity, etc)
- ✓ 1 x email campaign (4x newsletters)
- ✓ Content repurposing for 2+ social channels
- ✓ Basic SEO setup (keywords, on-page SEO)

Investment: \$900 (one-time)

GROWTH PACKAGE

(3 months, best value)

- ✓ Everything in **Kickstart Package**
- ✓ Long-term content plan
- ✓ Content pillars & clusters
- ✓ Lead magnet creation
- ✓ Better-targeted email campaigns
- ✓ Ongoing content updates
- ✓ Monthly performance reviews & pivots

**Investment: \$850/mo
(save \$150, billed monthly)**

+Custom & Add-ons: Need more? Add social content, knowledge base articles, or email sequences as needed.

FAQs: Answering Common Questions

Q: Why hire you when I can use AI to generate content?

A: The internet is flooded with keyword-stuffed, AI-generated articles. If you use the same tactics, your content will get drowned out and go unnoticed. Also, users can easily spot AI-generated slop these days. Don't underestimate them.

Q: What makes your service different?

A: I have 10+ years of experience as a copywriter. I use a clear voice to write content that engages with users through emotional storytelling. I also worked with dozens of reputable publications and built two websites of my own to generate 60k visitors and \$800 in ad revenue per month.

Q: Do you use AI tools?

A: I don't use AI for any of my writing. However, I do use some tools like ChatGPT, Claude, and Perplexity for research and to get feedback.

Q: What results can I expect after one month?

A: You'll have a complete content foundation with a blog featuring 4 published long-form articles. You will know your audience, have lead magnets, and content you can repurpose across channels.

Q: What happens after the first month?

A: You can extend the project, request ongoing content support, or use a new content plan to scale growth on your own.