

Chef Side Hustle SVG Starter Bundle

Chef Side Hustle SVG Starter Bundle – Private Version (First Iteration)

1. Landing Page Setup

- **Domain & Hosting:** Secure a subdomain (e.g., `svgs.chefsideshustle.com`) and host on a free/low-cost platform (e.g., Netlify, Vercel).
- **Design:** Simple, clean layout with:
 - Hero section: "Free SVG Starter Bundle for Chefs & Food Entrepreneurs"
 - Value proposition: "Download 20+ high-quality SVG icons for menus, recipes, and branding."
 - Email capture form (Mailchimp, ConvertKit, or custom form).
 - **CTA:** "Get Your Free SVGs Now" (leads to download page after email submission).

2. SVG Bundle Creation

- **Assets:** Compile 20+ SVGs (e.g., cooking utensils, recipe cards, food labels, social media icons).
- **Formats:** Optimized for web (SVG, PNG fallback).
- **Download Page:** Password-protected ZIP file (or email-triggered download).

3. Promotion Plan

- **Social Media:**
 - Post 3x/week on Instagram, Facebook, and Pinterest (foodie-friendly visuals).
 - Hashtags: #ChefLife #FoodBusiness #SVGDesigns #FreeResources.
- **Cooking Forums:**
 - Share on Reddit (r/foodbusiness, r/chefs), Facebook Groups (e.g., "Chefpreneurs").
- **Blog Outreach:**
 - Pitch 5 food bloggers/entrepreneurs with a guest post + bundle link.

4. Tracking & Analytics

- **Email Signups:** Track via Mailchimp/ConvertKit.
- **Downloads:** Monitor via Google Analytics (UTM parameters).
- **Weekly Review:**

- Check signups (goal: 50+ in first 7 days).
- Fix any broken links/download issues.

5. Maintenance & Updates

- **Quarterly Updates:** Add 5–10 new SVGs based on user requests.
- **Newsletter:** Monthly email with:
 - SVG tips (e.g., "How to Use SVGs in Canva").
 - Upsell: "Want more SVGs? Check out our premium bundle!"

Kill Rule (4 Weeks Without Revenue)

- If no signups after 4 weeks, pivot or discontinue.

Boost Rule (Revenue $\geq$ \$50)

- If \$50+ earned (e.g., affiliate links, upsells), scale promotion.

Clone Rule (Revenue $\geq$ \$20)

- If \$20+ earned, replicate with a similar bundle (e.g., "Restaurant Logo SVGs").

Next Steps:

- Build landing page (2 days).
- Create SVGs (3 days).
- Launch & promote (5 days).

Would you like adjustments to the plan?