

Maya Okafor.

Home workshop builds and tool reviews for **212k followers** who make things on weekends.

FOUNDER

Founder, Okafor Workshop
(fictional creator)

BUILDS

Weekend Builds • Tool
Bench • Plywood Plans

REVENUE

Kit refreshed monthly by
her assistant agent

PREPARED FOR

Prepared for:
Northline Tools
(fictional)





Maker and teacher.

// Okafor Workshop

Maya builds furniture in a one-car garage and shows every cut. She has posted **a full build every Sunday for three years**. Her audience is mostly first-time makers who buy the tools she uses, and **her plans have sold to 9,400 people**.

PRODUCTS I BUILD

Weekend Builds

Sunday video series, 156 episodes

Tool Bench

Honest tool reviews, no paid verdicts

Plywood Plans

PDF build plans, one sheet of plywood

Workshop Notes

Weekly email, 31k readers



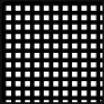
212k followers across four platforms

INSTAGRAM

@maya.builds

128k

Build reels

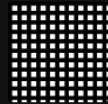


YOUTUBE

Maya Builds

54k

Full build videos

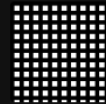


FACEBOOK

Okafor Workshop

19k

Maker groups



X / TWITTER

@mayabuilds

11k

Shop notes



TOTAL REACH · ~212k direct followers (fictional)



Made with MagicSlides

Last 28 days, pulled on 1 October

TOTAL VIEWS

3.6M

Views across all platforms in the last 28 days.

NEW FOLLOWERS

+6.2k

New followers this month

TOP REEL

880k

Top reel: a plywood desk in one sheet

28-DAY IMPRESSIONS

5.1M

28-day impressions

BONUS METRIC

58%

Email open rate, Workshop Notes



• 10 / LET'S WORK

Maya takes two tool partners per quarter and only reviews tools she has used for a month.

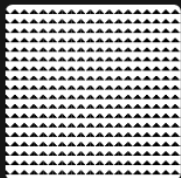
REPLY WITHIN 24H

Let's build together.

EMAIL

hello@okafor.example

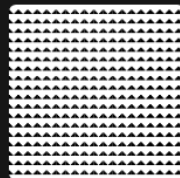
fastest channel



WHATSAPP

Replies within 2
working days

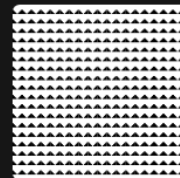
same-day reply



CALENDLY

okafor.example/partners

15-min discovery
call



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