

CHALLENGE

A wealth management coach and advisor wanted to launch her first-ever live event geared towards helping women with wealth take charge of their financial future.

SOLUTION

- Created a strategic plan of action for generating interest leading up to the event, including social media, email campaigns, and supplemental messaging to share with partners
- Wrote compelling sales page copy focusing on dopamine and serotonin-specific brain chemistry
- Crafted a live event email launch sequence for her existing subscriber list
- Created an additional set of email and social media swipe copy for strategic partners to share

RESULTS

55 attendees signed up for the event with ticket prices ranging from the early bird rate of \$225 to the regular rate of \$325.

Do you need fresh, compelling copy for your website?

START A CONVERSATION

Disclaimer: This documented results of this case study are intended to illustrate potential results of similar content strategies and services and cannot be a guarantee of future results.