

## CHALLENGE

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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

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- 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

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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.*