

FEATURED CASE STUDY

**SALES COPY FOR
ONLINE MEMBERSHIP**

CHALLENGE

An internationally recognized coaching organization for financial advisors launched their newest online membership program priced at \$397/month. The initial sales page was developed by their internal marketing team of over a dozen reps.

Their CEO asked our founder Jon Cook if he would write a separate sales page as an A/B test.

SOLUTION

- Reviewed existing sales page to identify potential weak areas of copy
- Reviewed key program components to better understand core benefits and deliverables included for members
- Crafted sales page copy based on brain science tendencies combined with behavioral psychology patterns

RESULTS

Our sales copy outperformed their internal team's sales copy by over 22%.

Do you have an existing sales page that needs a makeover?

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.