

FEATURED CASE STUDY

WEBINAR LAUNCH FOR ONLINE COACHING PROGRAM

CHALLENGE

A health and wellness coach wanted to launch her first online group coaching experience after two years of successful one-on-one coaching results. Her launch strategy involved a 60-minute webinar with individual follow-up calls with prospective clients. Her subscriber list was unqualified and her communication with the list was inconsistent.

SOLUTION

- Interviewed the client to understand her driving motivator (her 'why') and capture some of her wording, content style, and audience profile
- Reviewed her webinar slidedeck and website to identify messaging patterns
- Crafted her webinar sign-up page and thank-you page
- Wrote her follow-up email campaign with split variations for attendees and non-attendees.

RESULTS

She generated over \$27,000 in sales from her first webinar.

Do you have a group coaching or mastermind you want to launch?

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.