



# HOW I HELPED MY CLIENT GROW HER BUSINESS FROM \$20K/MONTH TO \$3M/YEAR IN LESS THAN 2 YEARS.

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# Overview

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**Vanessa Simpkins has been featured on FOX, ABC, NBC, and CBS Television for her international bestselling women's empowerment book *Take Your Power Back Now! The Ultimate Confidence Guide for Women*.**

She is a confidence and cash flow expert who helps spiritual entrepreneurs transform their passions into wildly successful coaching practices.

She's personally mentored hundreds of women to break through their inner blocks and limiting beliefs about selling. Vanessa gives her clients the tools and courage to empower themselves and own their value.

In turn, Vanessa's clients earn hundreds of thousands of dollars, coaching others, and doing what they love. Vanessa is also a TEDx speaker. She relates her proudest moments to her clients, achieving breakthroughs and business clarity!

## How Everything Started

.Vanessa was referred to me by a friend and colleague of mine. After our initial consultation, I found out she had already created and successfully sold her coaching program, and the program was getting results for her clients.

Before our work, Vanessa had used very little advertising to grow her business, and my goal was to start everything from scratch; the Landing pages, Ad copies, and more.

Our biggest goal since day one has been scaling the company to first \$100,000/month, and then \$250,000/month, hence, breaking in the multiple 7-figures mark.





# The Case Study Breakdown

In this Case Study, our main role was to generate a consistent stream of prospects who'd like to find out and eventually enroll in one of Vanessa's programs.

Therefore, I will discuss the specific marketing and advertising strategies we've used to supply the Client's sales team with 100+ sales calls every week.

This Case Study will be broken down into 3 parts:

- The Ad Copy
- The Targeting
- The Funnel

## The Ad Copy

Since we were starting this project from scratch, the first step was to properly research the Client's Client Avatar and write a set of ads that would highly resonate with our ideal prospects.

I've once read, "Good copywriting is 80% research," and I cannot agree more with this statement.

I set out to research two main sources; our direct competitors and customers/existing buyers.

The competitor research gave me an idea of the general message in the industry and based on that alone, I could write something really decent.





But what made our Ads highly-targeted and effective was the finishing touches we implemented after researching our existing buyers.

I've spent the entire day "copy and pasting" direct lines from feedback forms and phone conversations with our clients until I came up with a 20+ page long document packed with lines taken directly from our customers.

I included everything; the praise, criticism, suggestions for improvements, what we did great, and what we could improve.

And after incorporating these findings in our Ad Copies, our results have skyrocketed.

Almost in a week, we slashed our Cost per Consultation Call almost in half.

To be more specific, we went from paying \$250 per Call down to only \$150, and these we great prospects who happily paid upwards of \$5,000 to enroll in our programs.





# The Targeting

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Advertising = Great Ad + Laser-Targeted Audience

This is why our second step was to find out what was our most profitable audiences on Facebook's advertising platform.

We needed these audiences for two reasons.

Number one, we wanted to reduce our Cost per Consultation Call further, and by this, generate more prospects for the same Ad Spend.

Secondly, we needed these new audiences to scale our business profitably.

One of the biggest reasons online businesses stop scaling is because they simply run out of profitable audiences to target.

To avoid this scenario, we continued our client research to find out the best audiences we could target.

Actually, it all came down to two specific questions we looked at:

- What's your niche/industry?
- Briefly descriptor your business

These two questions alone gave us answers that saved us years of trial-and-error. On top of that, we also saved tens of thousands of dollars we would have spent A/B testing different targeting options on Facebook.

After completing our research, we wrote down a list of over 30 niches and industries our clients were in.





Then, we reduced this niche to figure out the 20% that brought us the 80% of results.

In the end, we were left with 5 specific industries 80% of our clients came from.

The most amazing part is each industry had dozens of various pages/interests we could target on Facebook.

This was the breakthrough that took us from \$100k/month to \$250k/month.

## The Funnel

As in any online business, the marketing funnel we used played a significant role in our results.

To generate high-quality applications that trusted and recognized our abilities to help them, we had to give massive value upfront - to win their goodwill.

We designed a Webinar Funnel with a 50-minute video training, where we included some of our best tips and the amazing results our clients achieve in their business with our help.

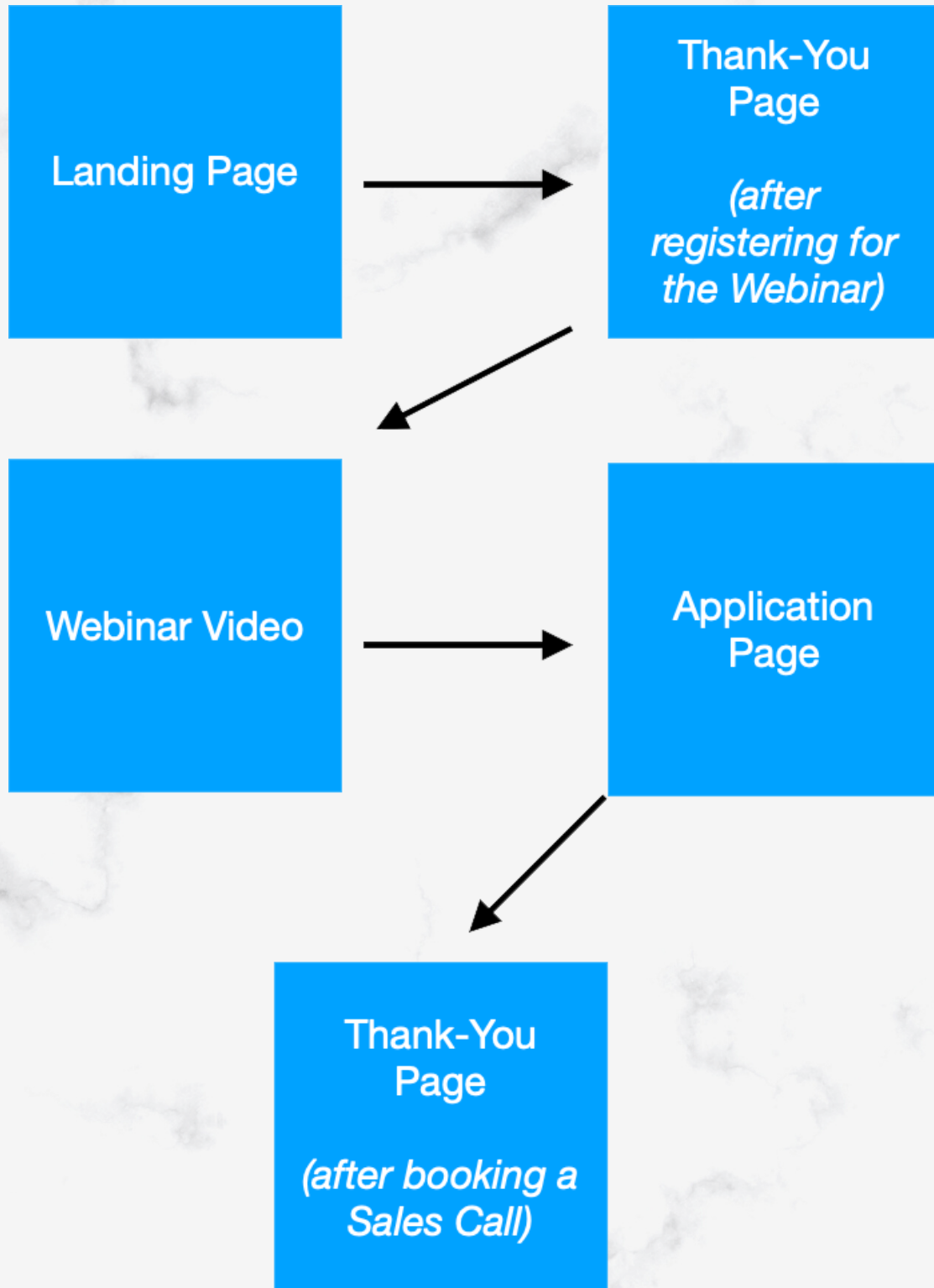
This did video training, and the whole funnel accomplished multiple things:

- It showed people what's possible in their business and motivated them to step up their game
- We shared some of our tools and tactics which highly impressed the prospects and got them curious
- We also added tons of proof and testimonials from clients that showed the system really worked





For those who are curious about what the funnel looked like exactly - here it is:





To take it up a notch, here's how the funnel-math unfolded to generate us 1 to 5 ROI on our advertising campaigns.

1. We spent \$1,000 and paid \$2 per click to get 500 clicks.
2. Landing page Conversion rate was 25%.
3.  $500 \text{ clicks} * 25\% = 125 \text{ Webinar registrants}$
4. Webinar Attendance rate was 50%.
5.  $125 \text{ registrants} * 50\% \text{ Attendance rate} = 62 \text{ Live Attendees}$
6. Webinar Conversion rate was 10%.
7.  $62 \text{ Live Attendees} * 10\% \text{ Webinar Conversion rate} = 6 \text{ Sales calls}$
8. Sales Call Close rate was 20%.
9.  $6 \text{ Sales Calls} * 20\% \text{ Close rate} = \text{roughly } 1 \text{ Sale}$
10. Our program cost \$5,000 (at first), and then \$7,500.

As you can see, we generated \$5,000 to \$7,500 for every \$1,000 we invested in our Advertising campaigns.

Mind you, these numbers do not include the year-long continuity program we also upsold to our graduates, which makes numbers even more lucrative.





# END-RESULT

Vanessa and I started working when her business was generating **\$15,000 - \$20,000 per month in 2017.**

In short 2,5 years, we've grown her business to **\$250,000 per month (even \$350,000 per month at great months).**

I also spoke at her conference in San Diego, CA, and working with her and her team was an amazing experience.



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COMMITTED TO GROW YOUR  
BUSINESS TO 7-8 FIGURES?**

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