



KRISTY LOURANCE

# BUSINESS COACH 81K CASE STUDY

## HOW A BUSINESS COACH MADE 81K IN COURSE SALES IN 30 DAYS

### Results:

- Yielded 15 High-Ticket Program Sales in 30 Days for \$81,000 Profit with \$8976 In Ad Spend
- ROAS of 9X
- Added 1382 leads to her list daily for \$6.49/lead

## SUMMARY

Recently, our team began working with a business coach and author. She was launching a high-ticket B2B online business training program with a price of \$5400. This coach had some momentum but was ready to scale significantly and was having trouble getting consistent results from advertising.

## GOAL

This coach had a small list of under 1000 people and while she had some early traction and momentum from in-person trainings, had not yet mastered the art of the online sales with Facebook ads. We set out to make FB ads work for her with an emphasis on using an advanced video funnel in her ads manager to build rapport and trust with potential clients on autopilot.

## ACCOMPLISHMENTS

We first started out with our signature onboarding process of 3 onboarding sessions with a warm audience ad test. We strategized with the coach about the type of content most likely to do well with a Facebook ads campaign and provided her with a detailed list of the exact sales videos needed for her funnel.

The next 30 days she launched a series of three webinars and - in total - enjoyed 15 sales from 38 booked calls. She made \$81,000 from approx \$9000.00 in ad spend and subsequently built an evergreen program funnel to continue getting program sales on autopilot. She added 1382 people to her list and had a return on ad spend (ROAS) of 9X.

# TAKE A LOOK AT THE MAGIC NUMBERS HERE:

## EMAIL LIST OPT-INS:

Ad sets										
Updated just now										
Campaign name contains leads										
Search and filter										
Save Clear										
Campaigns										
1 selected										
Ad sets for 1 Campaign										
Ads for 1 Campaign										
Columns Breakdown Reports										
+ Create Duplicate Edit										
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<input type="checkbox"/>	Resul...	7..	1,382 [2] Website Leads	192,501 People	1.32 Per Person	\$6.78 [2] Per Lead		\$9,375.41 Total Spent		

## BOOKED CALLS:

Ad sets										
Updated just now										
Search and filter										
Campaigns										
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Ad sets for 1 Campaign										
Ads for 1 Campaign										
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+ Create Duplicate Edit										
Off / On	Ad Set	At sett	Cost per result	Results	Amount spent	Reach	Frequency	Ends	Schedule	
<input type="checkbox"/>	broad - Copy 2	7..	\$177.32 [2] Per Complete R...	19 [2] Website Compl...	\$3,369.08	39,728	1.26	Ongoing		- C
<input type="checkbox"/>	business - Copy	7..	\$250.70 [2] Per Complete R...	15 [2] Website Compl...	\$3,760.53	46,624	1.32	Ongoing		- C
<input type="checkbox"/>	broad - Copy 3	7..	\$461.76 [2] Per Complete R...	4 [2] Website Compl...	\$1,847.03	28,081	1.29	Ongoing		- C
Results from 3 ad sets			\$236.23 [2] Per Complete R...	38 [2] Website Complet...	\$8,976.64 Total Spent	102,817 People	1.44 Per Person			

## STRATEGY

Success like this doesn't happen overnight - it was a coordinated launch with the successful use of audience testing, audience research, strategically using FB Lives to generate rich audience data, as well as a coordinated social media approach.

## WANT TO LEARN MORE?

Set up a free strategy call here: [www.kristylourance.com/book-page](http://www.kristylourance.com/book-page)