

Rapid Member Acquisition for a Life-Changing Program

CASE STUDY

SERVICES

Offer Creation

Course Creation

Product Launch

We Love a Good Challenge.

Men of Purpose (MOP) is a transformative program led by Willie Mckenzie and Brad Dunn, designed to guide men from all walks of life toward their living with purpose.

MOP offers exclusive access to a powerful network and transformative tools to get you in the best shape, growing your wealth and investments and living a fulfilled life.

Launching a program like MOP required a deep understanding of the target audience and the ability to communicate the profound value of the program.

The challenge was to convey the life-changing potential of MOP in a way that resonated with men seeking purpose and personal growth, while also launching profitably.



Brad Dunn & Willie Mckenzie

What we achieved:

30 members in the first week

\$30,000 in contract value and
\$28,000 in cash collected

Members within 2 months raving
about the program to friends and
family

How We Achieved Success

We created lots of social buzz quickly with social media posts, built a well-nurtured email list and an irresistible offer.

During the first week of our launch, we hit \$30k in contract value (\$28k in cash collected) and within 2 months, members posting how much MOP changed their lives all over socials and to all their friends.

1 Offer Creation

With captivating stories from both not being fit, not making money and living a purposeless life, they decided to make a change. Today, both have growing businesses, are in amazing shape, have beautiful families and are living with purpose.

Our job was to create an irresistible offer that would captivate those men who are struggling, get them to understand change is needed and that we are the right solution.

2 Course Creation

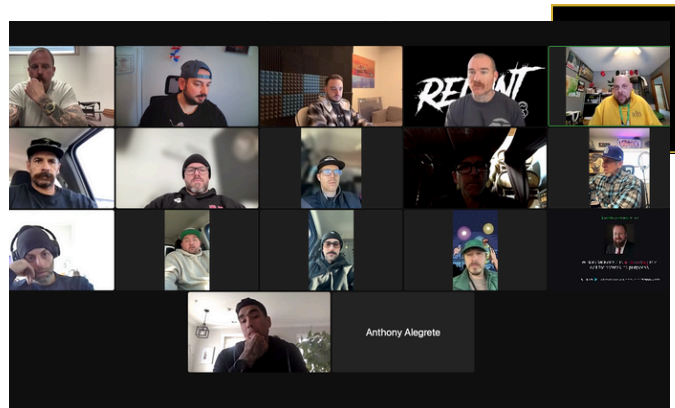
We had to strategically name the course and plan each module and week for maximum effectiveness.

We named each section, layed out bullet points for the modules and created homework for each module with weekly check-ins and accountability partners.

3 Product Launch

Launching can make or break a mastermind. With the right buzz and offer, a profitable launch is inevitable.

We created social media posts for organic, paid media, an email campaign and launched with our winning webinar wireframes. We launched and did \$30k in contract value.



Our Results

The launch of Men of Purpose was an overwhelming success, with over 30 members signing up within the first week. Creating \$30,000 in contract value and \$28,000 in cash collected.

Our approach not only achieved the immediate membership goals but also laid the foundation for a thriving community of men!

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Results & Testimonials

Reporting overview

Here's an overview of your key metrics over the last 12 months.

