

## Client Case Study

---

### Client Description

Entrepreneurship Coaching Program & Toolsuite

### Client Goals

- To generate a full-time income with multiple revenue sources

### Our Solution

- Create a membership site and suite of tools with both free and paid levels
  - Free level included basic training and tools to engage new users
  - Upgrades to paid levels were designed into the app
  - Payment processing was handled automatically
- Third party affiliate programs were integrated as upsells to drive additional revenue
- Marketing funnel was built to be completely automated and included multiple email marketing sequences and videos to push users deeper into the program
- Multiple inbound marketing channels were used to drive traffic into the funnel including: video marketing, SEO, social media, content marketing and weekly webinars

### Results Achieved

- Client was able to derive a mid-four figure (\$x,xxx) monthly income stream from the program