



## LEE CHAIX MCDONOUGH

Lee Chaix McDonough is the CEO and Founder of Coach With Clarity, a training and education company for life and business coaches. She is also the host of the Coach with Clarity podcast and author of the #1 Amazon book, ACT On Your Business: Braving the storms of entrepreneurship and creating success through meaning, mindset, and mindfulness.

# Done-For-You Sales Funnel Case Study

## PROBLEM

Lee had a membership program and wanted to set up an evergreen sales funnel that would allow her to build her email list profitably and convert subscribers into members. She already had a number of pre-existing content assets that we would incorporate into the funnel as additional entry points leading to the membership and as a tripwire offer on the thank-you page.

## SOLUTION

We created a freebie that functioned as a companion to her popular podcast and was an easy call to action for the episodes which allowed her to get her listeners into her sales funnel to invite them to the membership. Lee already had a number of pre-existing content assets that we incorporated into the funnel as additional entry points leading to the membership and as a tripwire offer on the thank-you page.

## RESULTS



Recovered 285% of the total investment into the package within initial testing phase



Achieved a 2.57% conversion rate and \$9.70 Earnings Per Lead



Designed sign-up page with opt-in rate of 43.6% for cold traffic

*“Hailey's service is the most comprehensive program out there. She helped me move from zero to a full product launch with terrific results. I absolutely love the product we created together. The Coach with Clarity Business Blueprint is such a valuable piece of content I can share with my audience, and it's helped me grow my list and my business. It was such a relief to know that Hailey and her team had the tech and implementation pieces in place. It freed me up to work with my clients and grow other areas of my business.”*