

# YOUR CONTENT EMPIRE AGENCY CASE STUDY



## REINA POMEROY, MSW, PCC

Reina Pomeroy is an ICF Professional Certified Coach for right-brained and heart-centered small business owners who's here to show you just how you can make money by doing what you love so you can live with more freedom and creativity. Her work has been featured on Huffington Post, Entrepreneur.com, and on over 30 chart-topping podcasts.

### PROBLEM

Reina had only live launched her signature course, Dreamy Client Magnet, and wanted a way to build her audience and funnel her traffic into an evergreen funnel that would sell her program on autopilot.



### SOLUTION

We created an experience-based webinar that gave attendees a dose of what it's like to work with Reina plus zeroed in on a topic that would pre-validate leads as a fit for the full program. As an added bonus, we were able to reuse many improved-versions of her best-performing emails from past launches.



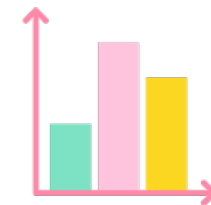
### RESULTS



Achieved an opt-in rate of 48%+



3.7% conversion rate of attendees into sales (50.% attendance rate)



Recovered 277% Investment in First 2 Months

**WITHIN 2 MONTH TESTING PHASE**