

How APT Content helped Becca Klein turn her \$497 blogging course into \$3-5K of passive income. Every month.



THE PROBLEM

Becca had built a fabulous course but wasn't getting enough sales. Her webinar had a 29% opt-in rate and less than 1.5% of leads were converting into buyers.



THE SOLUTION

I began by examining Becca's audience. The data revealed that prospects were at a more advanced stage of awareness than she realized. This meant we needed to reposition Becca's course in a way that set her apart from her competitors. And crushed potential objections.

I used these findings to rewrite Becca's sales page, landing page, and sales sequence. Within a week, Becca's opt-ins doubled. And her ad spend halved.

RESULTS

BEFORE

- 29% opt-in rates
- 35% open rates
- 2% click-through rates
- 2% webinar conversions

AFTER

- 69% opt-in rates
- 47% open rates
- 5% click-through rates
- 5% webinar conversions



BENEFITS

MORE PROFITS

Now that her funnel is optimized for the highest possible conversions, Becca's able to work on other projects while her sales page turns her course into cash.

NO MORE LIVE LAUNCHES

Becca's evergreen webinar funnel generates sales on autopilot. So she only chooses to live launch when she feels like it.

FEWER REFUNDS

Now that Becca has a fully-fleshed ideal avatar, there's no confusion over the outcomes they can get with the course. Which means fewer refunds. And more happy customers.

BIG PLANS FOR THE FUTURE

Now that Becca has a profitable evergreen webinar funnel, she plans to release a high-ticket (\$2K+) course showing other bloggers and entrepreneurs how they can create passive income.

TESTIMONIAL



"Abi's copy is phenomenal. I tried creating my own copy, I tried creating copy from templates in online courses I purchased, and I even tried hiring another copywriter. All were failures. I took a risk and hired Abi and I'm so glad I did. She wrote a sales page, funnel emails, an upsell page, and a webinar for me and they were all fantastic. As soon as I started reading them I was just like 'YES!' Don't hesitate to hire her!"

BECCA KLEIN

Creator of Break Into Blogging



How APT Content helped Ed Harmoush enroll 750+ students in his \$297 coding course



THE PROBLEM

Ed had a great course and a bunch of affiliates ready to hit send on his sales sequence. But he didn't have a convincing sales page to send visitors to.



THE SOLUTION

Before writing a word of copy, I dug around the forums that Ed's audience used to talk about SSL issues. This is how I was able to adopt his audience's voice. And pull out hidden benefits of becoming an expert in TLS without resorting to eye-rolling cliches that techies can see right through.

RESULTS

- 13% conversion rate (benchmark 2%)
- 750+ students
- Six-figure revenue



BENEFITS

NO FUNNEL

Ed's long-form sales page moves prospects from problem-aware to most aware in minutes. He doesn't need to invest in webinars or paid ads. Visitors get everything they need to make a decision on one page.

PASSIVE INCOME

Ed's sales page is fully evergreen. Meaning he makes sales all year around. And hits \$10K+ months with ease.

ONE-TIME INVESTMENT

Ed decided to DIY his sales page design. I oversaw the process so he didn't need to hire a conversion designer. We uploaded this sales almost a year ago. And his conversion rate remains 5X higher than the industry benchmark.

TESTIMONIAL



"Abi wrote the copy for my high-ticket course. So far, it has sold 50x better than my last low-ticket offer. I was impressed by how much goes into producing a high-converting sales page. Every decision was thought-out and justified. I felt like I was in the safe hands of an expert. And it shows even more so in the results."

ED HARMOUSH

CEO of Practical Networking

How APT Content helped Jav Sid increase her webinar conversions by 240%



THE PROBLEM

Jav was seriously underselling her value-packed course. Visitors felt the page was too salesly. And weren't confident enough in the offer to invest.



THE SOLUTION

After reviewing her sales page, I noticed that Jav had buried the core benefit of enrolling in her program somewhere in the FAQ. I repositioned Jav's course so it truly reflected the value of her offer. And showcased all the amazing benefits available to buyers.

RESULTS

- 240% increase in webinar sales
- Jav got so many new sales, she decided to TRIPLE the price of her course



BENEFITS

GOING EVERGREEN

With her empowering sales page, Jav no longer needs to rely so heavily on urgency and scarcity tactics to make sales. Now her entire funnel is fully evergreen. And she makes passive income every month.

MORE PROFITS

After her hugely successful launch, Jav felt confident putting the price up from \$297 to \$997. Between the price increase and doubled conversion rates, Jav has 6X'd her profits.

AUTHENTIC BRAND

Jav loves teaching women how to build successful SVG businesses. Now she can show up for her audience in a way that feels aligned with her personal brand. AND make more sales in the process.



TESTIMONIAL



"APT Content reworked the copy on my sales page to clarify the value of the offer. The way Abi positioned it was spot on. I just closed cart and I am SO happy with the results. Sales are up by 240% from my last launch! Abi gave lots of helpful suggestions for optimizing the page for conversions and the results speak for themselves. Thanks again Abi. You are awesome!!"

JAVERIYA SID

Creator of SVG Business Boss





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