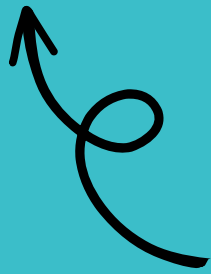


CASE STUDY:

How the Centre for Shamanism lifted sales by **165%** in 7 days



Overview

The Centre for Shamanism, a (mostly) virtual training company, hired The Impact Copywriter to optimize the launch funnel for its signature training program. The next launch, they saw a 165% lift in immediate revenue over a 7-day promo period.

COMPANY:**PRODUCT:**

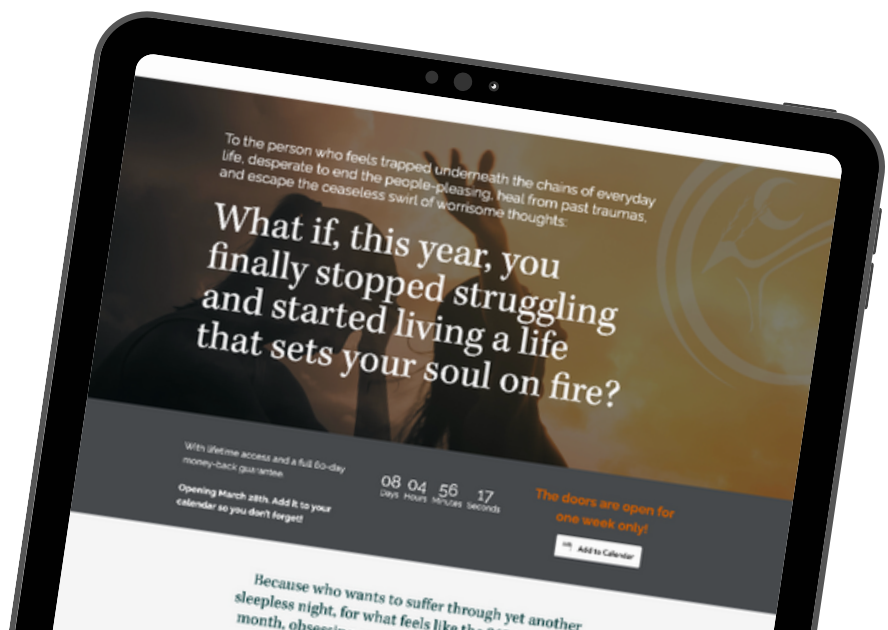
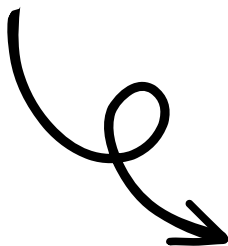
The Apprenticeship, group coaching program

ASSET:

long-form sales page
sales email sequence
live event landing pages
live event promo emails

RESULTS:

165% lift in immediate sales during the 7-day promo



Challenge

Pieced-together marketing, less-than-stellar results

Since its founding, the Centre for Shamanism had built some serious momentum: a small group of eager students, a growing free community of 8500+ members, a reputable brand, and a highly rated signature training program.

Yet, despite early wins, the company was still seeing less-than-stellar sales results from pieced-together marketing efforts. The founders recognized the value of copywriting but hadn't experienced much success with self-study courses and copywriting templates.

As one founder put it, fussing and "failing" with the launch copy was frustrating.

"To be a good copywriter takes A LOT of skill and organization. There isn't enough time in the day to run a successful business AND be an awesome copywriter. If your business isn't copywriting then you have to choose: Write poor copy yourself or get good copy done by a pro."



And worse, it pulled him away from other critical work.

Solution

Crafting authentic copy based on the ideal student's purchase profile

They needed launch copy that sang to the souls of their audience AND generated the sales needed to sustain and expand their spiritual work.

So they hired The Impact Copywriter.

"After reading Paige's proposal, which put into words my needs for this business better than I ever could have myself, I knew she was the person I wanted to work with."



With the goal of optimizing for more sales, The Impact Copywriter's founder Paige Swaffer began by building a purchase profile of the Centre's best students.

She conducted a thorough analysis of the company's existing customer base and free community, benchmarked competitors, and proposed conversion-boosting opportunities for both the funnel and messaging strategy.

Paige also worked closely with the founders to optimize the program's positioning and the offer, a move that gave life a new VIP tier.

Results

165% boost in immediate revenue during the 7-day promo period

With the customer deep dive complete, Paige applied the fresh, fine-tuned ideal buyer insights to the launch copy.

She reimagined the program sales page, added a brand new 14-part email sequence, and created a new live event pre-launch funnel for nurturing potential customers. And as a result, the Centre...

- ✓ Lifted immediate revenue by 165% in 7 days
- ✓ Lifted payment plan revenue by 100% in 7 days
- ✓ Shortened the promo period by 23 days
- ✓ Tested a new premium VIP tier
- ✓ Used a mid-cart bonus to promote a complementary membership offer and boost MRR
- ✓ Now has a repeatable launch strategy and system that can be reused for future launches

"Her skill as a copywriter, paired with her incredible attention to detail and intuition made this process seriously easy. There were barely any edits over two very large projects. Our launch funnel saw a whopping 165% increase in immediate revenue over the 7-day period."



"Working with Paige has been an amazing experience all around. Her skill as a copywriter paired with her incredible attention to detail and intuition made this process seriously easy. I love how she explains her reasoning behind every single word that is written. It really helps you to understand the 'why'.

She knows her stuff, big time. I couldn't be any more impressed. Our launch funnel saw a whopping 165% increase in immediate revenue over the 7-day period. Hire Paige. You won't regret it. Neither will your bank account."

David Russell

Co-founder, Head of Marketing



Have ambitious sales goals? I can help.

Let's explore the possibilities.
Start a project conversation with
me at theimpactcopywriter.com.

Visit theimpactcopywriter.com →



Paige Swaffer

Conversion Copywriter

Founder at The Impact Copywriter

**\$150K
in sales**

**165%
lift**

**233%
lift**

**131 new
clients**

**366%
boost**

**1000+
ebooks**

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