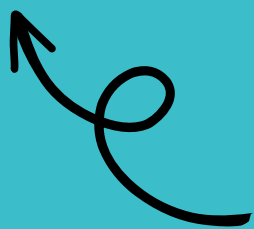


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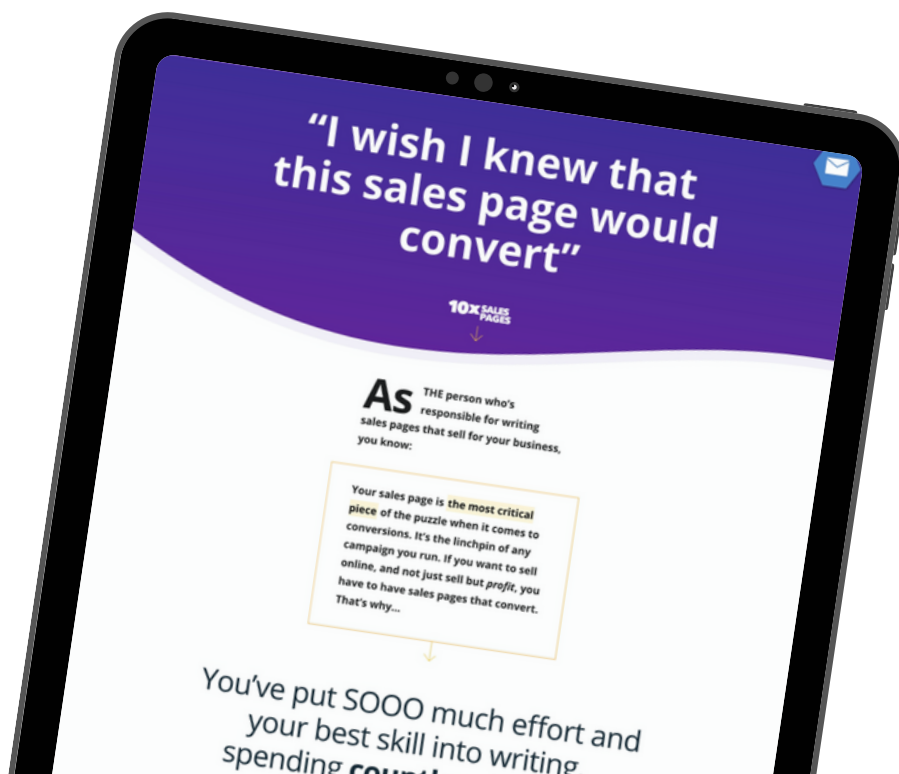
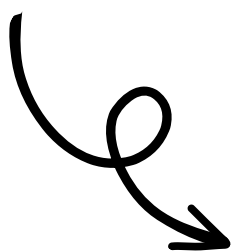
# **How Copyhackers made \$150,000 in course sales in 2.5 days**



## Overview

Copyhackers, an industry-leading company for copywriting training, hired The Impact Copywriter to write the pilot long-form sales page for its new program, 10x Sales Pages. With the first promo, the team generated \$150,000 in course sales in 2.5 days.

<b>COMPANY:</b>	<b>COPYHACKERS</b> Copyhackers
<b>PRODUCT:</b>	10x Sales Pages, online course
<b>ASSET:</b>	long-form sales page
<b>RESULTS:</b>	\$150,000 in sales in 2.5 days



## Challenge

### **New program. No sales page. A unique hiring situation.**

With a successful round of beta testing under its belt, Copyhackers needed a conversion-focused sales page to officially debut its new premium program, 10x Sales Pages.

Though the company had a team of in-house copywriters and could have developed the sales page internally, this hiring situation was unique.

The program in question was a “how to write a high-converting sales page” type of training program, and Copyhackers’ founder Joanna Wiebe wanted to further prove it worked by hiring a past student to write the pilot page.

Dozens of copywriters were invited to submit sales page samples and quotes. And after a thorough review of all the candidates, Copyhackers ultimately offered Paige the 10x Sales Page project.

As founder and copywriting legend Wiebe put it:

*"Yup, our copywriting team hired an outside copywriter to write our sales page... for a sales page course. Needless to say, our expectations were through the roof. But Paige more than delivered."*



# **Writing a conversion-focused sales page based on the program's most successful students**

Paige began by collecting voice-of-customer (VOC) data. Her goal: to first explore the conversion context and uncover critical details like:

- What motivated students to look for a solution like 10x Sales Pages?
- What other copywriting solutions had students tried or considered?
- What anxieties or objections did they have about our solution or solutions like it?

To that end, Paige interviewed 7 of the program's most successful students, ran a customer discovery survey, mined student feedback and beta tester testimonials, and collected supporting VOC data in the brand's student community.

She also benchmarked the top direct competitors to identify messaging stand-out zones and interviewed the program's creators, A-list copywriters Joanna Wiebe and Ry Schwartz, to document their firsthand experiences interacting with students.

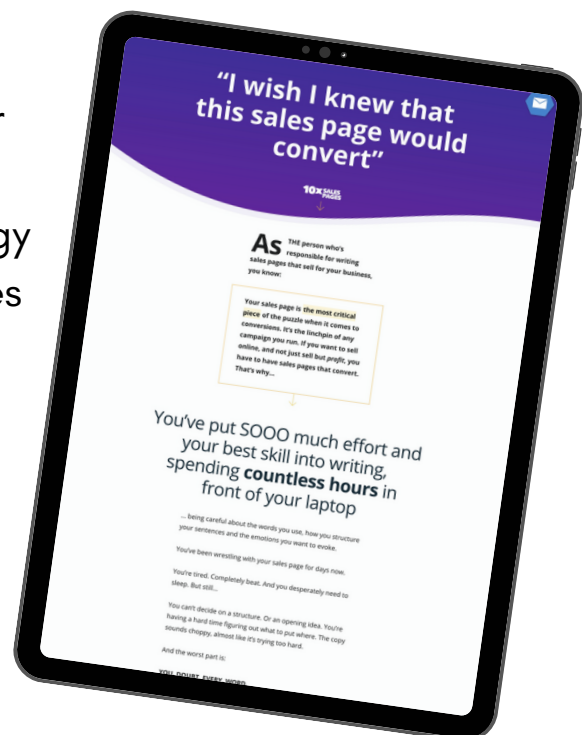
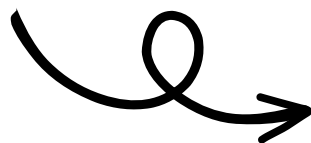
Her data analysis uncovered conversion-critical insights like:



## Solution, continued

- Students were largely problem-motivated (“I have no idea if this sales page will convert”), and they struggled with the uncertainty of writing effective sales pages.
- They were proactively using sales page aids. However, these disappointing solutions were not direct competitors but rather indirect competitors, i.e. methods like copywriting templates or frameworks that lacked enough detail to be useful.
- They most valued the (1) confidence and (2) business results that came with relying on the proven, step-by-step writing process taught inside the program.
- It absolutely mattered that the program was taught by 2 industry-recognized copywriters with reputations for getting results.
- The most compelling proof for students was measurable results, like sales numbers and conversion rates, followed by softer pre-result metrics like feelings of confidence, client satisfaction, and the speed of writing.

Using all the VOC data and competitor insights, Paige developed the initial purchase profile and messaging strategy and then wrote the program’s pilot sales page based on the PAS+ framework.



## Results

# \$150,000 in course sales in 2.5 days

The Copyhackers team officially debuted the new 10x Sales Page training program with a 2.5-day flash promotion. When the cart closed, Wiebe emailed over the initial sales data:

*"Quick data: with just three emails and your sales page, we sold more than \$150,000 USD of 10x Sales Pages over about a 60-hour period. Not too shabby to make \$150K in 2.5 days."*

”

- ✓ **So, the campaign, including the sales page, brought in \$150K in sales in the span of a weekend.**

Happy with the initial results and the overall experience, Wiebe and Schwarts both left glowing recommendations on LinkedIn, highlighting Paige's...

- ✓ copywriting skill
- ✓ work quality
- ✓ communication, and
- ✓ streamlined process.

**Update:** Since this project, Copyhackers has hired Paige to write multiple sales pages for other products, including Copy School, its signature program.





"Our expectations were through the roof. But Paige more than delivered. Her sales page was sharp and convincing.

Bonus points for her managing this project like the pro she is – including setting good deadlines, hitting 'em all and running interviews, copy review meetings and more.

We will definitely work with Paige again."

**Joanna Wiebe**  
Founder at Copyhackers

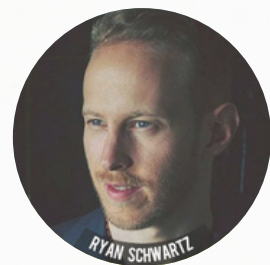


"Paige is good. Dangerously good. She recently wrote the long-form sales page for one of the digital programs I authored (10x Sales Pages). I was blown away by both her skill and her streamlined process.

Highly communicative throughout, on-point with her timelines/delivery, and of course, wickedly good at writing conversion copy. I'd work with her again in a heartbeat.

**Ryan Schwartz**

Co-creator of 10x Sales Pages





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**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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