

How quiltpreneur and
online course creator,
Elizabeth Chappell, had a
record breaking \$260k launch
with her new sales page.



DANI PAIGE |
LAUNCH COPYWRITER

ELIZABETH
CHAPPELL



PODCASTER +
FABRIC DESIGNER

ABOUT

Elizabeth Chappelle



Podcaster at Craft to Career |
Author | Business Educator |
Fabric designer for AGF |
Quilt Pattern Designer



Quilting is a \$4.2 bn USD industry, and Elizabeth helps upcoming quilting entrepreneurs develop in-demand skills, create a brand that aligns with their creative expression, and get visible to make their mark in the space.

She launched her Quilt Pattern Writing course twice in the past to her highly engaged IG community and email list, enrolling 68 students in the first round and 89 in the second.

But Elizabeth knew she could impact more people with her expert offer - the proof was in the rave reviews!

This is her story. →

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with Elizabeth**



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THE CHALLENGE



"I was maxed out on ideas on how to improve my sales page."

English teacher turned quilting educator, Elizabeth Chappell, always had an entrepreneurial spirit.

She had launched two businesses previously, but ultimately gravitated towards the quilting space because of her love for the industry and the immense potential for growth she saw in it.

"I went to this quilt market with a friend and was surprised to see how cool and trendy everything was. [laughs] Plus it's a billion-dollar industry. I knew enough about business to understand this would be a profitable niche."

Elizabeth started her business "Quilters Candy" with a monthly subscription box that came with a fabric, a pattern, and a sweet treat.

But at the time she was still banking on patterns designed by other creatives, and she was wondering how to position herself as an expert in the industry.

So for the next few years, Elizabeth learned everything she could about quilting fabric and writing patterns, while testing different business models. She was self-motivated and created an online course to lower the resistance for other upcoming quilting entrepreneurs, especially women, because she knows how much harder they need to work for visibility and for charging what they deserve.



“

And after launching her course twice,
she now had the perfect recipe
to play big in the industry.

✦ SHE HAD THE AUDIENCE

A strong presence on IG and a nurtured email list

✦ SHE HAD THE OFFER

With rave reviews from the last two rounds

✦ SHE HAD A SOLID LAUNCH STRATEGY

an engaging webinar funnel and free course focused
on sharing value and getting qualified leads

She was now ready to maximize her ROI
for the third round.

Enter, a Dani-Paige-written sales page.

“When you're too close to your business, you need someone to come in and tell you how things can be done differently.

Dani picked my brain in a way that prompted me to dig deeper. Why aren't they buying - what's stopping them? I wondered.

I'm no stranger to the power of words and realized we needed to change how we present the offer on the sales page.”



THE SOLUTION



An irresistible sales page narrative to match Elizabeth's expert offer and premium positioning.



Even though Elizabeth's program is focused on writing quilt patterns, it was clear from her testimonials that the course was so much more than that.

From no-fluff information that moves the needle and easy access to her via live Q&As, to a lively community where everyone shows up to cheer each other on - she really thought of everything.

Elizabeth also loves facilitating unique visibility and collaboration opportunities for her students by hosting in-person dinners or inviting them as guest speakers on her podcast so they can make the most of her course.

That's why the goal of the 1:1 Copy Experience, based on Dani's signature BRAG framework, was to make sure the sales page reflected how much Elizabeth cares about her students' success, while overcoming unspoken objections her prospects may have.

Let's go for a little walk together, and hear how the process unfolded...



The BRAG FRAMEWORK



B

BASELINE:

The project kicked off with the not-so-average BRAG-form questionnaire and a 60-min deep-dive call where Elizabeth shared her goals for this project, data about her past launches, and her brand guidelines. Dani also gained access to the course and went through it to experience the program first-hand. This gave her a huge vantage point to set the entire project up for success.

R

RESEARCH:

Dani then went full CSI to gain all the juicy details through customer interviews, surveys, program reviews, and available testimonials. She even set up calls with a couple of hot prospects who are Elizabeth's avatar, but never purchased (getting a view from the other side!)

A

ACTION:

Armed with robust voice of customer data and other research about the quilting niche, Dani whipped up strategic and personable story-telling copy that addressed the pain points and objections of Elizabeth's ideal students, while creating an emotional connection that elevated demand and desire for the course.

G

GLORY:

Elizabeth received ready-for-install sales page copy, plus any post-project follow-up to ensure she was basking in the glory of her brand new page.

Elizabeth's experience with the BRAG Framework?

"Dani's research process was amazing!

The people who didn't buy the course felt more comfortable talking to her - they could share why they didn't purchase without any hesitation or fear of hurting my feelings, or things being weird.

Dani also spoke to students who bought the course, and the questions she asked must have been really something because the responses were invaluable - even better than the testimonials they shared with me."

Talking to Elizabeth's students in the right way uncovered incredible insights and created a strong foundation for the language we needed to use on the page.

The glaring difference between Dani's copy and the original one, was finally seeing Elizabeths voice, passion, and personality come through on the page.



"The sales page Dani wrote felt like a true conversation between me and the reader - it was so cool, personable, and relevant! She took these little things about my personality - the food I love, how I spend my time - and wove them into the copy.


And even though I'm a quilter and Dani's not, she really spoke our language! Anybody who wants to communicate clearly with their audience needs to work with her."

Ultimately, when Elizabeth received her new copy, it finally began to put her one biggest fear on the back burner...

Fears around her course price.

You see, Elizabeth is the only educator in the space who teaches quilt pattern writing using premium paid software while her competitors prefer the free ones.

She wondered whether this was hurting her previous conversions since it meant additional investment for her students...her course was priced at the highest it's been - a price tag of \$997 for the third launch.



"I know for a fact that good opportunities come to creators who are comfortable with the paid software I teach (Adobe). But Dani helped me drive this message home on the page - that learning these paid tools is an advantage!...

She broke down all the barriers on the sales page - her eloquent argument blew my mind."

And the high-converting numbers speak for themselves...



THE IMPACT

“ We made over a quarter of a million this time with the sales page Dani wrote. “Sky's the limit now!”

When Elizabeth ran out of Welcome Packets for her course students halfway through the launch, she had a good feeling about how it was going to end.

She had launched her Quilt Pattern Writing course twice in the past hitting \$68K and \$88K campaigns respectively...

And the result of her third launch?

With the brand new sales page, Elizabeth welcomed 261 new students and made a recording-breaking \$260K.

Simply put, that's a 195% increase.

And as a bonus “win”, Elizabeth was able to take the strong messaging on her sales page, and repurpose it across her funnel - in her emails and IG posts - to save time and create a consistent narrative for the launch.

“Dani knocked it out of the park for us - I was not expecting these results! She really captured my heart, my personality, and my drive to help others.”



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