

VAL CASOLA
Writes

The 5-Minute Storytelling Strategy That Supported My Client Lisa's \$17K Launch

AND SOLD OUT COACHING PROGRAM

CASE STUDY



Meet Your Copywriter for *Coaches* and *Service* *Providers*

HI, I'M VAL!



My signature approach of copy *rooted in research and inspired by poetry* turns your ideas into experiences people can imagine and feel, resulting in emotionally-moving copy that brings your audience's innermost desires to life and gets your perfect-fit leads taking action.

It's why I get feedback like this all the time -

"Val is my favorite copywriter."

"I would work with Val one million times over."

"She nailed it on the very first draft!"

"You can't afford to not hire Val."

Join me as I walk you through my client Lisa's sales page strategy to see exactly how I supported her sold out program launch so you can picture how I can help you with your copy needs, too!

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*Please note that as a copywriter, I am unable to guarantee a specific financial or numerical result from any copywriting strategy. Lisa's results were also supported by a variety of factors outside our work together. This strategy was just another tool in her sales toolbox and was not the sole cause of her launch results.


Meeting Lisa and Experiencing Her Expertise

As a sales copywriter inspired by poetry, I'm always searching for the deeper meaning in marketing - you know, the transformation stories that give you goosebumps and the thought-provoking questions that stop you in your tracks.

So when Lisa popped in my inbox already confident in her brand voice, but wanting to do a better job emotionally moving her audience so she could sell her new programs...

I knew she and I were a match made in *Copy Heaven*.

I need to review my sales pages for two of my programmes, I don't feel like I am speaking directly to my ideal clients well enough and activating them. Whilst I think my brand voice is effective as I am getting traffic to my pages from social media, I would like some guidance on how to position and sell my offers.



Lisa had me audit the sales page for her coaching program for HR professionals looking to grow their careers.

Upon first glance, I saw the foundations for an incredible tool to drive sales.

Lisa told me she was getting a lot of traffic to her sales page from social media, meaning her ideal clients saw value in her program and wanted to know more.

But sign-ups to Lisa's waitlist were slow. She knew she had to do something to motivate her prospects to take action and so they would go from lurkers •• to buyers.

Lisa's Goal:

Successfully fill her new coaching program with HR professionals ready to grow their careers

The Storytelling Strategy That Supported A Sold Out \$17K Launch

The truth is this: **Lisa wasn't selling a coaching program for HR professionals.**

She was selling *confidence*. She was selling *authority*. And she was selling *freedom*.

And to truly motivate her leads to act and enroll in her program, **she needed to bring this confidence, authority, and freedom to life for them** instead of hoping they'd do it on their own.

HERE'S HOW WE DID THAT:

FIRST...

We made a list of the challenges the perfect student for Lisa's program *was currently* experiencing in their HR career.

THEN...

We outlined what this perfect-fit student's dream day working in their HR career would look like.

LAST...

We took these ideas and brought them to life via concrete stories and experiences that Lisa's perfect-fit student could easily imagine.

The Story Strategy In Action

STATEMENTS
LIKE THIS...

BECAME STORIES
LIKE THESE...

You feel undervalued
and underappreciated.



You curse under your breath
while cleaning up completely
avoidable messes caused by
managers who ignored or
bypassed your advice.

You want to feel more
confident in your ability
to do your job.



You're ready to walk out of yet
another meeting with a
challenging manager thinking
to yourself "Damn, I nailed
that!"

You want to become
someone who's respected
and looked up to.



You'd love to witness your
colleagues experience
lightbulb moments as you
skillfully coach and guide
them.



❤️❤️ thank you so much for today,
feeling more clarity now and I know
what I need to do. Thanks again for
your guidance 🙏

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The Results?

11

STUDENTS ENROLLED
IN FIRST WEEK

\$10K

REVENUE EARNED IN
ONE WEEK

\$17K

TOTAL LAUNCH
REVENUE

Hey Val! First week of my launch is complete with three still to go. I have already had 11 sign-ups! 😊 thank you so so much for your help in crafting my sales page, I know that is the reason why I have done so well 😊

MON 6:42 PM

Hehe thank you, I have never made \$10K in a week so it is super exciting! 🥳🥳

This is just from your waitlist?!

YESTERDAY 12:28 AM

Yes 😊

Closed the enrolment today with 18 people signed up! So excited, thank you again for your help!

MAY 8 AT 7:33 AM

👉👉👉 Is that an \$18K launch?

MAY 8 AT 3:23 PM

Around \$17kish as VIPs at presale got a \$100 discount! 😊



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LISA'S WORDS

If you're thinking about working with Val, *just do it!*

I enjoyed bouncing ideas off her and unpacking everything I wanted to say to my ideal student, but felt unable to articulate in writing. I left our time together **feeling more confident and ready to make a plan.**

In the first week of my launch, I had **11 students sign up for my program.** By the time enrollment closed, I had **18 students inside and made a little over \$17,000 in revenue!**

Working with Val gave me such a confidence boost - and I know Val's support in crafting my sales page has contributed to my success!

This storytelling strategy helped Lisa create a Sales Page that deeply reflected her ideal client's struggles and desires - making it easier for them to trust her and decide for themselves whether or not they were a good fit for her program.

My signature approach of turning ideas into experiences people can *imagine* and *feel* - through in-depth Voice of the Customer research and a poetic infusion - results in emotionally-moving copy that brings your audience's innermost desires to life and motivates them to take action.

It's why I get feedback like this all the time -

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If you're a coach or creative service provider wanting to turn your quiet website traffic into more conversions from perfect-fit leads - without compromising your Brand Vision or Voice...

I take on a small number of Done-For-You copy clients every month so I can dedicate my full attention to helping you craft a message that speaks directly to your people and gets them excited to buy.

[APPLY TO WORK WITH VAL NOW](#)