



CASE STUDY

# How Kira Hug helped Rick Mulready earn **over \$355,000** in a single launch



I've worked with other copywriters before, but Kira's just on another level. Now I expect these numbers because I know how good she is ... and I know that I'm going to get that quality from her every time.



**Rick Mulready**

Founder, [rickmulready.com](http://rickmulready.com)

Rick Mulready is an online marketing specialist with over 17 years of experience.

His online seminars, coaching sessions and podcasts teach business owners how to master online marketing without spending tons of time or money.

## Highlights

### Challenges

- Major campaign launch for brand-new business
- Need high-converting sales materials to promote
- Time-starved, with too much to handle alone

### Solution

- Conducted live interviews with clients to inform copy
- Created a three variants of a new sales page for different segments
- Wrote a high-converting email sequence to support the campaign

### Results

- \$355,000 in profits on launch
- Average 3,000 leads per campaign
- 30% more time to devote to business
- High praise from professional network

## Challenges

### Capturing attention in a crowded market

After 17 years working at large corporations promoting heavyweight brands, Rick Mulready, an online marketing specialist, launched a new business teaching small- and medium-size business owners how to master online marketing.

His audience loved his unique voice and approach: grounded, practical and effective, without all the marketing fluff.

So to make his training even more accessible, Rick developed a new online course from scratch: The FB ADmanager.

But as a time-starved business owner, he couldn't write all the sales materials for the program's launch alone, and knew a pro would drive better results.

He needed a copywriter who could cut through the noise and convert leads without losing his unique voice in the process.

And he knew just the woman for the job.

### A profitable connection

Rick first met Kira Hug as an affiliate for James Wedmore's Business by Design program launch.

On James' recommendation, Rick hired her to write all of his affiliate emails for the launch campaign. The results blew his expectations out of the water.



*"With Kira's help, I saw a return of \$56 per lead, for a revenue of \$41,000 and a profit of \$20,000," beams Rick. "I was so impressed with her approach."*

He'd seen the proof and knew Kira would be the perfect fit.



**“Kira just has this unbelievable talent for understanding and capturing your voice and portraying your authentic self while writing copy that’s going to convert.”**

## Solution

### A voice so authentic, you’d swear Rick was cloned

First, Kira interviewed Rick to capture his voice and write sales copy that sounded just like him.



*“I’d worked with other copywriters prior to her but was never quite happy with how well they could grasp my voice in their writing,” he says.*

*“I had a call with Kira and 48 hours later she produced a perfect email from that one conversation. I was so impressed with how she nailed my voice.”*

To write in a way leads could relate to, Kira surveyed Rick’s audience and then conducted a series of live interviews with eight past clients, digging deep into customer pain points, anxieties, and the results they’d achieved.

These interviews also gave Rick valuable customer feedback.



*“She just took the reins with that process. She set those calls up and just ran with it,” Rick explains. “And not only that, the information also helped me learn what my students are saying about the program.”*

To effectively target Rick’s diverse audience, Rick and Kira broke the audience into three distinct segments.

Kira then created tailored sales pages and email campaigns for each, pulling in the research to make each one feel personalized.





*“She’s an excellent writer from a conversion perspective, all the writing she does is getting people to take action,” explains Rick.*

## Tuned in and always improving

As the launch neared, Kira was constantly working to maximize returns for Rick.

She took the questions people asked during a kickoff webinar and baked them into the sales page as an FAQ.

She even took the interviews she’d conducted and turned them into case studies that she used in the email sequence to create a FOMO effect.



*“I started asking for her advice on more and more elements, and would go to her for feedback. The more trusted eyes on my stuff the better,” smiles Rick.*

Kira then worked closely with the designer, providing multiple reviews and ideas for improvement.

And when the campaign wrapped, Kira’s didn’t stop. She used testimonials from post-event surveys to create follow-up emails for a future campaign.



*“She was involved from start to finish, I was always able to text her and ask her a question... she was just very accessible.”*

**“Kira is just on another level. She has that knack for asking such as good questions. She’s offered me amazing insight for me and for my business.”**



# Results

## Thousands of leads and over \$355,000 in profits

Since working with Kira, Rick's campaigns have averaged 3,000 leads per project.

The Facebook ADmanager launch netted \$104 per lead – resulting in a sizeable profit of over \$355,000.



*“Now I expect these numbers because I know how good she is – whenever I work with her, that’s what my expectation has become,” Rick says.*

Rick's peers continue to remark on the quality of his material.



*“People get an email from me that she’s written and they say that’s the best email they’ve ever read. And the best part is, I know that I’m going to get that quality from her every time.”*

With Kira handling his copy, Rick estimates that he has 30% more time to devote to other important tasks that help make his campaigns a success.



*“Copy for me has always been a challenge,” he says. “I don’t like to do it; it always takes up a lot of my time. Just knowing that it’s off my plate, that it’s in very capable hands by somebody who’s going to write better than me anyway—that’s great because I’m focused on other important tasks for the business.”*

**People get an email from me that she’s written and they say that’s the best email they’ve ever read.”**



# Planning a launch? You're gonna need some **rocket fuel.**

Your product won't sell if you can't—that's where I come in.  
Let's make sure your customers come along for the ride.

[HIRE KIRA HUG](#)