



CASE STUDY

How Kira Hug helped Business By Design drive almost **\$500,000** in one launch



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James Wedmore

Founder of Business By Design

Challenges

Breaking into a new market

After more than nine years of teaching businesses how to master video marketing, James Wedmore had become a respected authority in the field. He knew his audience, his messaging, and his offer inside and out.

But as time went on, James realized that clients had another need: they didn't just want to learn how to be successful on YouTube, they wanted to know how to rebrand themselves as industry leaders.



"After every course, I had people come up and ask, 'How did you build a brand around being the video guy? How did you build a business around it? I want to do that.'"

James smiles.



"So in 2016, my team and I shifted our focus to teaching others how to do what we did," James explains. "We came up with Business By Design, which helps course creators and online influencers package and sell their expertise in the form of online courses, group coaching, or membership sites."

For James and his team, shifting focus meant charting new territory.



"Stepping into a new market was like starting over," James recalls. "We were back at square one, learning new market research and creating a new avatar—and we found ourselves in a more competitive market. That's when our need for a copywriter became apparent, very quickly."

James Wedmore has been teaching businesses how to market themselves on YouTube for over nine years.

His course, Business By Design, teaches influencers how to package and sell their knowledge.

Highlights

Challenges

- Brand new launch underperformed targets
- Need to embrace a new audience in a highly competitive market
- Unfocused, ineffective messaging

Solution

- Extremely detailed research process
- Brand new sales page
- Supporting copy for affiliate promotion

Results

- \$490,183 in launch sales
- Nearly 2x improvement in earnings per lead (\$67)
- "Cart Open" Day: 67 Units/\$146,788 (30.02% of total sales)
- "Cart Close" Day: 83 Units/\$183,734 (37.5% of total sales)

Struggling to hone the message

In August 2016, James Wedmore launched the first cycle of Business By Design to mixed success.



“When we do a launch, the number one performance metric we look at is the earnings per lead,” James explains.

“The launch was good, but I wanted it to be an A+,” he sighs.

James realized that an unclear understanding of his new offering lay at the root of the problem.



“In my video marketing niche we have products on very specific topics, like ‘How to use YouTube,’ or ‘How to make a sales video,’” he points out.

“But Business By Design was kind of a catch-all—it was EVERYTHING. It was too big of a topic, too big of a promise, and trying to do too much,” James elaborates. “That was the number one struggle we came up with: ‘what is this, and what is it not?’”

As the research would reveal, Business By Design’s original messaging had missed the mark with the intended audience.



“We tried to make the course more advanced, with marketing that said Business By Design was ‘not for newbies.’ That was a huge mistake,” James rues. “You told me this wasn’t for newbies, and I’m a newbie.”





“So when I found Kira, the first thing I said to her was that I didn’t know what our offer was—I didn’t know what we were selling. Kira helped us define Business By Design.”

“Stepping into a new market was like starting over. We were back at square one, learning new market research and creating a new avatar. Our need for a copywriter became apparent, very quickly.”

Solution

The “weirdest” conversion copywriter on the block

Some people have a hard time finding the perfect copywriter, but James was instantly drawn to Kira’s witty and outrageous style.



“When I went to copyhackers-for-hire.com, Kira instantly stood out to me. I know it sounds crazy, but she was the only writer I reached out to.” James laughs. “I kind of lucked out.”

After a 90-minute kick-off call, James was confident Kira was the right fit.



“Kira just kept asking questions. My favorite question she asked was, ‘What makes you weird?’” James grins. “I love that question; I love weird! And I think asking that really helped us iron out the style.”

What James didn’t expect was the amount of work Kira poured into her research. On a second call, Kira squeezed every answer she could get out of Team Wedmore.



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“Her research phase—the questions she asked and notes she took—was amazing,” James marvels. “She didn’t come to us and say ‘I have the answers,’ or ‘this is the way it’s going to go.’ She just kept asking questions. Then she went to my customers and started asking them questions!”

Kira conducted eight customer interviews with past and potential course members to get a true picture of their pain points, needs, anxieties, and buyer’s journeys.

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“When you’re a business owner it’s easy to say ‘I know best,’ but Kira never did that,” James reflects. “No matter how good of a copywriter she is, she didn’t assume anything.”

Rewriting the sales page from scratch

First on the to-do list was to revamp Business By Design’s sales page.

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“One thing that really impressed me is that Kira didn’t cut any corners,” James says thoughtfully. “I asked if she wanted our previous sales page copy to build off of, but she insisted on starting from scratch. That was great.”

James was blown away when Kira delivered the first draft almost a week earlier than their agreed upon deadline.

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“I remember saying, ‘we need it by Friday,’ and Kira had the first version in a Google Doc by the Monday before,” he awes. “The whole page was finalized by the first draft deadline.”

Kira’s copy impressed James and his team so much that they struggled to think of any revisions or improvements.



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“Once I saw Kira’s first draft, I said, ‘OK. Run with it. We trust you, and this is amazing.’” James smiles. “She nailed it. She got my style. She understood our audience. She understood the product, probably better than we did.”

James was also impressed at how Kira stayed involved to make sure the sales page had the best chance at success.

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“She even reviewed the sales page once we’d built it out with her copy,” he explains. “She was there giving us design and styling suggestions—‘make this subject line bigger,’ ‘space this one out a little more,’ ‘put a break there.’ Kira went above and beyond.”

Creating high-converting promotional assets

In addition to the sales page, James entrusted Kira to write emails for James’s key affiliates to share.

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“Kira had the same attention to detail while working with our affiliates—getting on the phone, asking them questions—as she did with us.”

The results spoke for themselves, but his affiliates piped up, too.

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“The affiliate that she wrote copy for ended up being the #1 affiliate in our affiliate launch by seven sales. Not bad for a \$2,000 product,” James smiles.

“All of our affiliates talked about how much they loved our sales page. It’s a big deal to have your affiliates want to promote you because they love what you’ve done.”



“Kira just kept asking questions. Then she went to my customers and started asking them questions! The amount of work that went into her research was amazing.”

Results

A second launch & almost 2x the earnings per lead

James was thrilled to see what a difference Kira’s copy made.



“For our second launch, our list of leads was the same—approximately 7,000 people—and we didn’t tweak anything else,” he explains.

“But the first time we launched, we averaged \$37 earnings per lead. This last launch, we averaged \$67 earnings per lead.” James smiles. “We almost doubled our performance this launch, just by changing our sales page copy.”

Not only did Business By Design’s re-launch outperform its first launch, but it also outperformed all of James’s other launches over the past nine years.



“It was the biggest launch we’ve ever done. We did just shy of a half million dollars in sales, and it broke all of our previous launch records,” James explains.

“It was the biggest cart open day and the biggest cart close day we’ve ever had. To put this into perspective, our best launch before this had a total revenue of around \$90,000.”



Kira turned out to be the shot in the arm that Business By Design needed—and by hiring her, James had found a steadfast writer he could depend on.

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“My only regret is that we didn’t hire Kira to write more copy during the launch,” James laughs.

“When Kira describes something, she makes it sound as if it’s the best thing you’ll ever click on, regardless of whether she’s writing a sales page, or an email inviting you to the webinar, or something else,” James crows.

“And even though she’s making big promises and writing aggressive copy, it never comes across as ‘She’s just trying to sell me something’ or ‘Whoa, this is really aggressive.’ Finding that balance is an art—how aggressive can you make your copy without coming across as slimy? Kira nails it.”

“Kira writes big, bold, over-the-top promises and then puts a little smile on it, so you never feel misled. She has the ability to get away with strong copy and strong promises.”

James enjoyed working with Kira so much that he invited her to run a workshop at one of his inner circle masterminds in November 2016.

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“When I saw the work Kira was doing, I had to show her off,” James says.

“Sharing her interview process alone would have been a huge win, but Kira did more—she shared a really simple process for communicating with your customers.” James smiles. “Even I took a bunch of notes; I learned a lot too. A bunch of my members wound up hiring her.”



James was so impressed with Kira’s writing and results that he even ran a contest for his affiliates.

The first prize—a sales page written by Kira Hug.



“I realized that everyone there could use a professionally written sales page. I was really proud to offer that as our first prize.”

After working with Kira once, James was hooked.



“This is the first time we’ve ever hired a copywriter,” James admits, “and she really impressed me. I don’t think we should write our own copy ever again.”

“So thanks, Kira,” James laughs. “After nine years of writing my own copy, I realized for the first time after reading your work how much I suck at writing copy.”

“When Kira describes something, she makes it sound like it’s the best thing you’ll ever click on. She writes big, bold over-the-top promises and then puts a little smile on it, so you never feel misled.”



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