

CONVERSION CAST

The Single Tactic That Generated \$60K In New Revenue (with Jenn Scalia)

Our Guest:

Jenn Scalia is a visibility strategist who works with online entrepreneurs with positioning their services/products. She helps them increase their exposure online in their niche and coaches them in building their confidence to get themselves “out there” online whether it be video, Facebook live, podcast, etc.

The \$60K Bottom Line Tactic:

Jenn regularly runs what she calls “social challenges”, which is one of her winning tactics for getting prospects to engage and take action in their business via social media. She usually runs these challenges between 5 and 7 days, but for this particular case study she ran a 5 day visibility challenge.

Some of the participants of this challenge were already on her list, but Jenn also drove traffic to her visibility challenge via Facebook Ads to engage new prospects.

She sent out prompts with action steps to everyone that opted into her challenge each day via email that were specific to the topic of visibility. Some examples of these prompts included encouraging prospects to reach out to someone “out of their league” for an interview, to make a video and share

with their entire list, and to approach an online publication and submit a blog post.

Jenn's goal was to get participants to take action with the purpose of helping them move forward with their business. She had over 150 active participants throughout the 5 day challenge.

On the third day of the challenge, Jenn teased participants by saying something similar to, "if you're enjoying this challenge, I have something special coming up in the next couple of days". On the fourth day she iterated, "make sure you're paying attention tomorrow because I'm going to be announcing something awesome". Then on the 5th day of the challenge she announced that she was offering a course on visibility. She presented the course as the next step for them to continue their visibility efforts after the challenge ended.

After the 5 day challenge concluded, Jenn invited participants to join her on a followup webinar where she presented her visibility course more thoroughly. She also implemented a series of follow-up emails regarding the course until the cart closed.

The Full Report:

After Jenn's challenge and course launch, she received over \$60,000 in revenue, over 600 prospects added to her email list, and a number of one-on-one clients.

Takeaways:

Throughout her challenge, Jenn made sure to focus on common mental barriers and provide clarity for prospects. She felt that by doing this, especially on the topic of visibility, she was adequately preparing people to feel like they could benefit from her course.

Jenn believes doing multi-day challenges provides a great way for people to get a taste of what it is like working with you. She recommends presenting valuable information within the challenge that will get prospects results. She explained that when the challenge is done correctly and providing value is at

the forefront, selling your product or service is the next natural step for prospects to take.