

TheStudyDoc: Reaching 6 Figures/Month Selling Courses



About the client:

Dr. Andre Pinesett is today an award-winning educator, highly sought-after speaker, and noted authority on student productivity.

For over 15 years, he's been on a mission to help both traditional & disadvantaged students/premeds exceed expectations, and dominate inside & outside the classroom so they can live the dream.

How to do this?

He's created an e-learning solution to help students excel in the most important areas (i.e time management, studying skills & strategies, professional development, and mental fitness).

His mentality?

Never feel sorry for yourself, never use any excuses, only the more reasons to excel and work better.

The challenge:

When Dr. Andre first came to us, his business was doing okay and he was selling a few courses here & there with Facebook Ads.

However, the numbers weren't satisfying enough.

Andre wanted to reach 6 figures per month.

To do this, we were hired to collaborate on the whole project; working on everything from his marketing funnel to email copy, landing pages and Facebook Ads copy.

Eventually, we were able to successfully help Dr. Pinesett break a 6 figure revenue monthly revenue record

We're going to share with you how we managed to reach these numbers in a minute. But if you're interested in one - or many - of our expert services, feel free to reach out below. :)

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The solution:

Provided services:



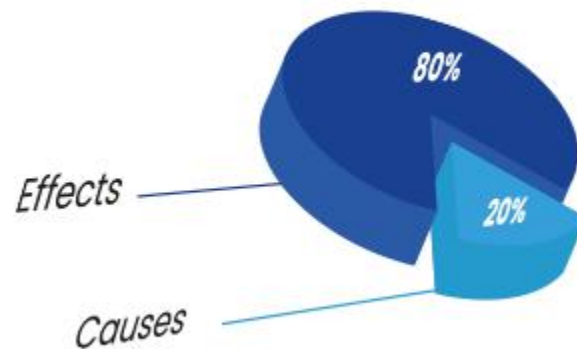
First, let's talk strategy:

Here's a question.

Have you heard of the Pareto principle?

This principle states that for many outcomes, roughly 80% of consequences come from 20% of causes.

PARETO PRINCIPLE



For instance;

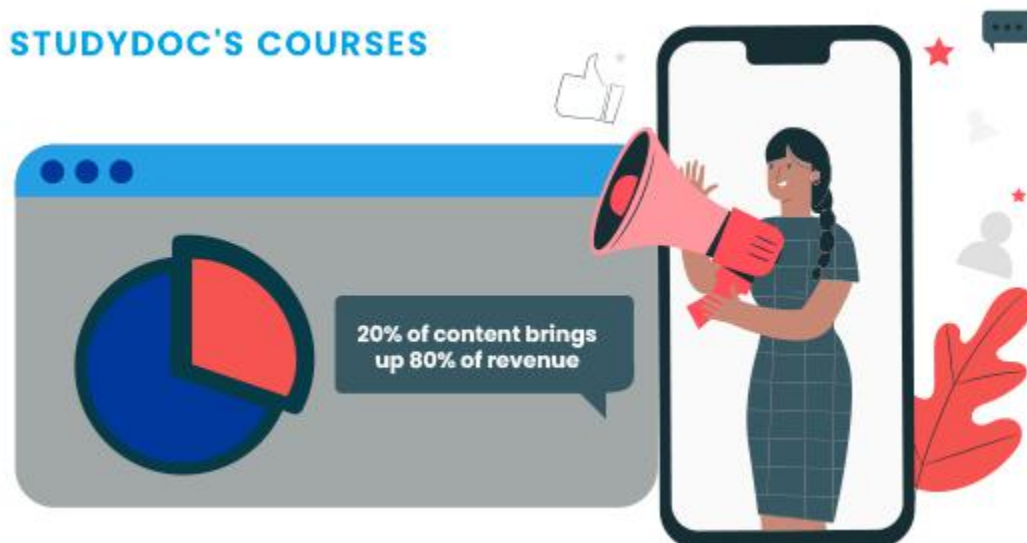
20% of employees are responsible for 80% of the results.

Or, just like for our client, 20% of a company's products represent 80% of sales.

You see, TheStudyDoc offered many courses to begin with, and they were for students in many different stages of their academic journey.

But if Andre wanted to reach 6 figures, we knew we'd need to find his "winning product", or his "20%".

This would be a course that most premed students would have an absolute desire for - something that moves the needle forward for them - and for which they'd happily take money out of their pockets and give it for Mr. Andre's expertise.



Think about this for your business, where's that 20% that's bringing you 80% of your desired outcomes?

How can you spend more time, efforts, or money - or all together - to grow even further?

To find his winning course, we knew we needed to test;
Using persuasive copy for ads, landing pages, and emails.

Now, let's talk copy:

How do you get people from "strangers" to "deeply interested in buying a course from you"?

The answer is simple.

Show you can help people... by actually helping them!

i.e a free Webinar.

This is where Andre provides premeds with lots of crucial info for their success, and where at the end he invites them to join him on one of his courses to further improve their academic lives - kind of like a teaser.

And if they don't buy then (and the majority won't), we still have their emails to follow up.

P.S Following up here doesn't mean reaching out to ask why they didn't buy, or using any pushy sales tactics - no.

The goal rather is to provide your prospects with so much value for free that they think "If I improved this much for free, imagine how much I could improve if I give him money!".

That, is in fact, the best sales tactic when it comes to this kind of business. :)

To do this correctly though, you'll need to keep your prospects engaged.

[**Want to see some samples of the copy work we did for Dr. Andre? Click here...**](#)

On our copy, we like to use the **AIDA** principle - which means:

- **Attention:** This is where you “hook” your prospects with a catchy sentence, title or image that makes them want to know more.
- **Interest:** This is where you show them the “benefits” of your solution. So this part is about holding the attention. You can do this using reviews, quotes from past clients, or even a personal story.
- **Desire:** This is where we play with their interest in such a way that it becomes a desire. For instance, you can talk about their pain points and what life could be like after taking your solution.
- **Action:** As the name suggests, this one is about telling your prospects to take action. Since we're marketing to a “cold” audience here, our call-to-action would be to join a free webinar - where we use the AIDA principle again to make them more familiar with the brand, and eventually want to buy from you.

Now, if they register for your webinar, this means you got their emails - meaning you can retarget them practically for free.

So if a prospect doesn't convert right away at the end of the webinar - which happens - you'd use emails to build even further trust & desire - until you reach the point where a lucrative portion of your prospects has managed to buy from you.

When it comes to email, you'll first need to choose the right pieces of information to share.

Something that's simple, easy to apply, and will help your prospects see some results almost instantly.



You'll want to use email subject lines that make your prospects want to open & read.

Stories & emotional triggers that will make your people believe in you and want to hear from you even more - until they'll want to buy from you - which is done via deep market research.

This is how you convey the right benefits of your product in the education niche to convert like "gangbusters".

Again, while this may sound simple, this is how Pinesett has reached his \$200k month, and this is how you can do it too.

"Simplicity is the ultimate sophistication." - Leonardo Da Vinci.

Conclusion:

Working with Dr. Andre was a blessing.

While we handled the copy and collaborated on the strategy, he handled many other sides of his marketing.

He is an extremely hard-working individual, with a positive spirit, and we salute him for that.

If you're in the education industry as well, we advise that you work to find the product-market fit that'll allow you to scale fast.

As for your funnel, make sure you're always providing practical value firsthand.



If you're not too savvy with copywriting, we advise that you find professionals with experience in your industry, just like many of us here at WriterArmy. :)

[If you too are interested in one - or many - of our expert services, you can contact us for a free quote today.](#)

- *To your success*