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CASE STUDY



HOW MICHELLE CUNNINGHAM WENT FROM $5 CD SALES TO $1.7 MILLION IN 18 MONTHS

First Campaign Revenue	Return On Ad Spend	Total Made In 18 Months
$52,000	**7X - 10X**	**$1.7 Million**

BACKGROUND: A PASSIONATE ENTREPRENEUR STUCK IN THE PAST

When we first met Michelle in mid-2019, she was a driven mom of two from Northern Ohio with six years of effort poured into her online presence. But despite all that passion and hustle, she was stuck - shipping physical audio CDs from her spare bedroom and **making just $5 profit per order. Her sales plateaued at around $5,000 per month, and she was burnt out.**

Michelle's dream was to build a scalable business that made a meaningful impact. But her reality? A broken, outdated model relying on low-margin physical products, inconsistent ad results from previous marketers, and DIY everything - from tech to funnels to copywriting.

She wanted more. She needed a system.

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THE CHALLENGE

Michelle was selling her training course on physical CDs, shipping them from her spare bedroom. She made about $30 per sale, but after advertising ($15), shipping ($5), materials ($5), and packaging, she only earned around $5 profit per CD.

She was also wearing all the hats: running ads, building funnels, writing copy, fixing websites—basically stuck on a hamster wheel. At this pace, reaching her million-dollar goal would take nearly two decades.

She needed to sell 33,333 CDs to hit $1 million in revenue. At 5 sales/day, that's 18 years of sales...

Costs per CD Sold



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OUR SOLUTIONS

INSTALLING AUTOMATIONS FOR MORE SALES





This automation established trust and deepened relationships over time, laying a strong foundation for future sales. We began by setting up email automations to create a welcoming & nurturing experience for new subscribers. These emails allowed Michelle's new subscribers to connect with her on a personal level, learn her story, and understand the value she offered - all without her needing to manually follow up.



TESTING WHAT PEOPLE ACTUALLY WANT TO BUY

By aligning her offers with real demand, we immediately increased the lifetime value of each customer from $20 to >$300. Using our Feedback Machine method, we surveyed and listened closely to what her audience actually wanted. This helped us zero in on specific problems they needed solved. Working closely with Michelle, we developed a new digital product: a self-paced course teaching how to sell products using Facebook Lives priced at $297.

BUILDING THE TECH BACKBONE

We made sure the system worked 24/7 from lead to purchase, so she could focus entirely on serving her audience & creating content. Our team took full responsibility for the tech. We created all of the necessary infrastructure—opt-in pages, sales funnels, order forms, and webinar registration pages. Michelle no longer had to worry about designing or fixing broken links.



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OUR SOLUTIONS

LAUNCHING WITH IMPACT

Once everything was in place, we launched this new offer using a webinar & her existing email list. We wrote and scheduled a sequence of simple but strategic emails designed to drive interest and conversions. **Despite thinking her email list was "ice cold," it generated over $52,000 in sales within a single weekend** - without spending a cent on ads or affiliate commissions.





SCALING THROUGH REPEATABLE SYSTEMS

Every piece of the system - from messaging to monetization - was designed to scale with ease. After that initial success, we continued promoting new offers to her list and scaled up paid ads to bring in new people. Each campaign built on the last, creating predictable revenue. One launch brought in $250,000 in just a month. Over the next 18 months, her business grew to over $1.7 million in revenue.

WHAT THIS MEANS FOR YOU

You don't need to do everything on your own to get real results. With the right strategy, systems, and support, it's possible to scale your business faster and with less stress. What worked for Michelle isn't just a one-time success—it's a repeatable process built on clarity, automation, and focused execution.
If you're ready to simplify your path to growth, this is proof that it's possible.



MORE THAN ONE SUCCESS STORY

Our marketing systems have generated outsized returns for our other clients:

167,631
Webinar Registrations

33,526
Sales Calls Booked

5X
Average ROI

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THE RESULTS

SUCCESS SNAPSHOT

First Campaign Revenue
$52,000

Biggest Launch Revenue
$250,000

Total Made In 18 Months
$1.7 Million

Ad Spend Return Per Dollar Spent
$7 – $10

SCALABLE SYSTEMS. EXPLOSIVE GROWTH.

In just 18 months, Michelle's business grew from making $5 per CD sale to generating over $1.7 million in online revenue. Her first digital launch alone brought in $52,000 from an email list she thought was inactive.

Subsequent launches scaled up to $250,000 in a single month. She impacted over 15,000 people, eliminated the need for physical product shipping, and earned $7 to $10 for every $1 spent on ads - **without her having to touch any funnels, ads, or tech.**

THE BOTTOM LINE

- Since 2018, we've helped dozens of businesses add anywhere between $250K to $6M in revenue profitably through digital marketing.
- When using paid ads + email marketing, our services typically deliver a 5X–12X return on ad spend.
- Many of our clients have added an extra $1M-$3M in annual profit to their bottom line, while the rest have grown by six figure amounts.



Client Feedback

What you have done for my life and my business this year is nothing short of a miracle, and I want you to know the work you are doing is changing lives in a really big way!

Michelle Cunningham

BOOK A CALL NOW >

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HOW WE CAN HELP

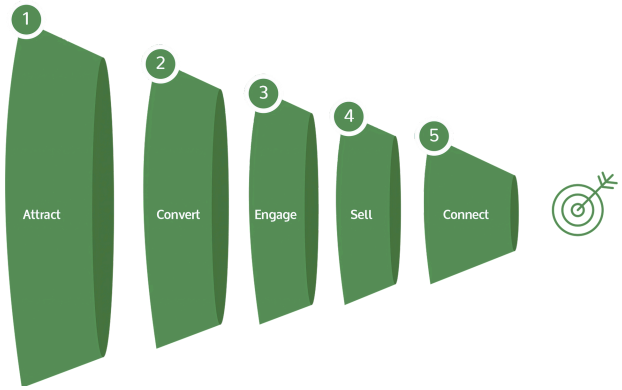


STRATEGY

Scaling your expertise starts with clarity. We help you define what you sell, how you sell it, and how to consistently bring in leads. Our team works with you to map out a proven growth plan - the same strategies we've used to generate $10,000,000's in client sales.

S.Y.S.T.E.M.'s

We build and manage everything you need to scale. Our experts in copy, funnels, email, and automation become your team. We call it a S.Y.S.T.E.M. because it Saves You Stress, Time, Energy, and Money.





SUPPORT

Think of us as your Chief Marketing Officer, Integrator and tech support all-in-one. We handle the backend - from fixing tech issues to tracking data to building your team - so you can stay focused on teaching, creating, and growing your impact.

READY TO SCALE WITHOUT THE OVERWHELM?

Let us handle the marketing, tech, and growth - just like we did for Michelle Cunningham.

Here's how to start:

- Click the link below
- Book your free consultation
- Get a scalable solution

https://beknownonline.com/start

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