BE KNOWN

CASE STUDY



HOW BRAD BLAZAR TURNED A VAGUE OFFER INTO A MULTI-MILLION DOLLAR COACHING BUSINESS

Scaled To	Webinar Registrations	Enrolled	Return On Ad Spend
$7.03 Million in 5 Years	**20,510 over 5 Years**	**378 High Ticket Coaching Clients**	**$6 to $10 For Every $1 Spent**

BACKGROUND: A PROVEN EXPERT WITH NO PLATFORM TO SCALE

Brad Blazar is a seasoned entrepreneur with decades of experience—but when he came to Be Known in 2020, he had a problem.

He was trying to sell sales coaching with a vague offer and no clear niche. Despite having over 30,000 Instagram followers, engagement was low. **Revenue & sales hovered between $5,000-$15,000 per month, and his message just wasn't landing.**

Brad had a big vision: to build a business that helped people raise investor capital—the right way. But he had no online presence in that niche, no offer with traction, and no strategy to scale. That's when we stepped in.

THE CHALLENGE

Brad had the expertise, but not the structure to support real growth. His offer was too broad, focused on general sales coaching that tried to appeal to everyone but resonated with no one. Without a clear niche or market research, his messaging failed to connect with any specific audience. Although he had over 30,000 followers on Instagram, many were purchased, which meant low engagement and very little trust from real prospects.

He also had no funnel, no automation, and no clear process for turning interest into income. There was no system for attracting leads, nurturing them, or converting them. Despite his years of experience and a strong desire to grow, his business lacked focus, scalability, and predictable revenue.

LEARN MORE >

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OUR SOLUTIONS

REPOSITIONING THE OFFER FOR IMPACT

Brad came to us with a general sales coaching offer that wasn't gaining traction. We worked closely with him to narrow his focus and reposition him as an expert in capital raising. This gave his program a unique edge in the market and aligned perfectly with his decades of experience. The result was a clear, compelling offer that would later become the foundation of Capital Connections.



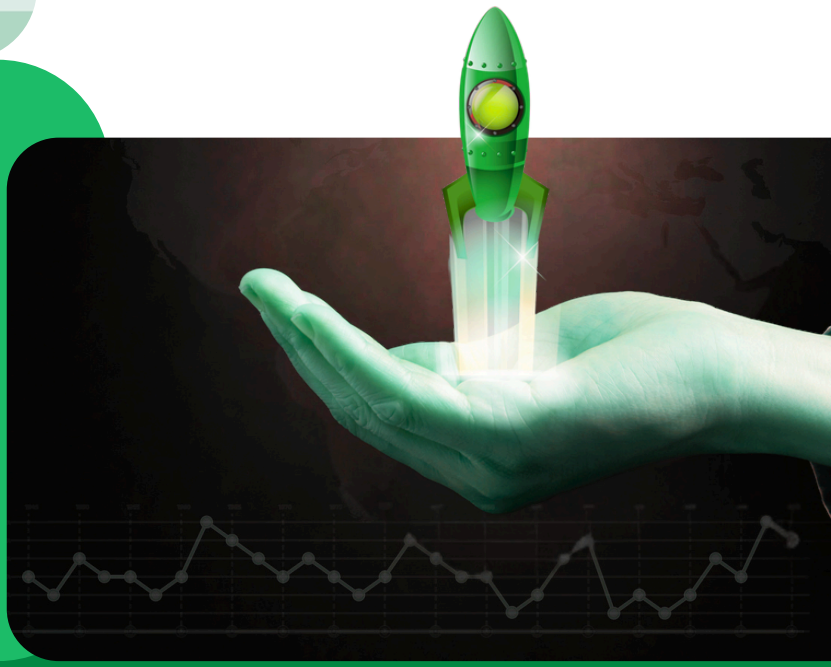


BUILDING A FULL FUNNEL ECOSYSTEM

We took that refined offer and built the entire marketing system around it. We started with a PDF lead magnet that introduced his capital-raising blueprint. Once we validated interest, we launched a webinar to drive deeper engagement. The initial campaign brought in over $23,000 in sales and proved the offer was validated. From there, we knew it was time to scale!

LAUNCHING WITH IMPACT

Once the funnel and offer were validated, we started scaling his business via the webinar, sending traffic from paid ads and his growing email list. From there, we continued refining his webinar funnel. This system became the core engine of his growth, pulling in leads then converting them consistently through automated systems.



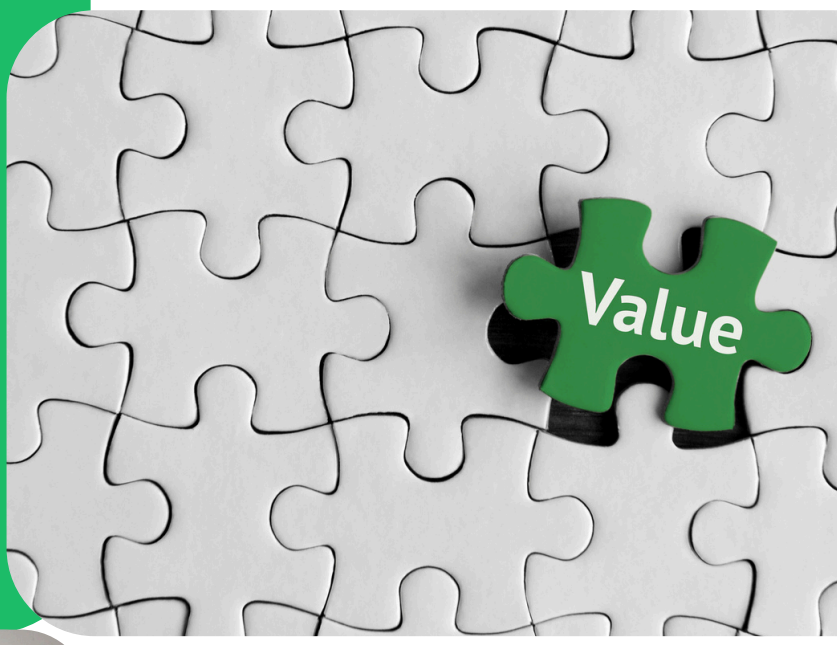
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OUR SOLUTIONS

CREATING HIGH-VALUE PROGRAMS THAT SCALE

As traction grew, we helped Brad expand his offer suite to serve clients at multiple levels. Capital Connections was launched as a $997 course with group coaching. Capital Connections Platinum followed, offering a more advanced $9,997 annual coaching program. On the highest tier, Capital Connections Elite was introduced as a $25,000 done-for-you solution that included legal document review and pitch materials. These premium offers allowed him to serve people at a deeper level, while dramatically increasing revenue per client (lifetime value).





SCALING THE TEAM AND OPTIMIZING SYSTEMS

With the funnel producing results, our focus shifted to helping Brad scale operations. We guided him through hiring and training a sales team and introduced systems that allowed him to stay out of the weeds. Continuous testing and market feedback helped us improve his messaging, sharpen his funnels, and ultimately build a system that could scale without burning him out.

WHAT THIS MEANS FOR YOU

You don't need a huge audience or complex tech to see real results. With the right offer, clear messaging, and a system built to scale, consistent growth becomes possible. Brad's success wasn't a one-time win—it followed a repeatable process. If you're ready to grow without doing everything yourself, this proves it can be done.



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-12X
Average ROI

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THE RESULTS

SUCCESS SNAPSHOT

Gross Profit Generated
In 2025 Alone
$1.38 Million

Webinar Registrations
20,510 over
5 Years

Revenue From
2020 through 2025
$7.03 Million

Enrolled
378 High Ticket
Coaching Clients

SCALABLE SYSTEMS. CONSISTENT GROWTH.

In just a few months, Brad went from inconsistent revenue to running a high-converting system that consistently brought in leads, calls, and clients. His first launch in 2020 brought in $25,000. From there, the revenue accelerated—$423,000 in 2021, $676,000 in 2022, $1.2 million in 2023, over $2 million in 2024, and climbing each year. And there's much more to come!

From '20 to '25, his funnels brought in over 14,551 registrants/opt-ins and booked more than 9,048 qualified calls, resulting in over $7 million in new revenue. Today, his business runs on predictable, repeatable systems—and he no longer has to do it all himself.

THE BOTTOM LINE

- Since 2018, we've helped dozens of businesses add between $250K to $6M in revenue through digital marketing.
- When combining paid ads with email marketing, our systems consistently deliver a 5X–12X return on ad spend.
- Many of our clients add $1M–$3M in annual profit, while others grow by six figures with a simpler strategy.



Client Feedback

"It's been like light speed. We probably started working together about six months ago, and I've already done well over six figures. Year to date, we've pushed well past that mark."

Brad Blazar

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HOW WE CAN HELP

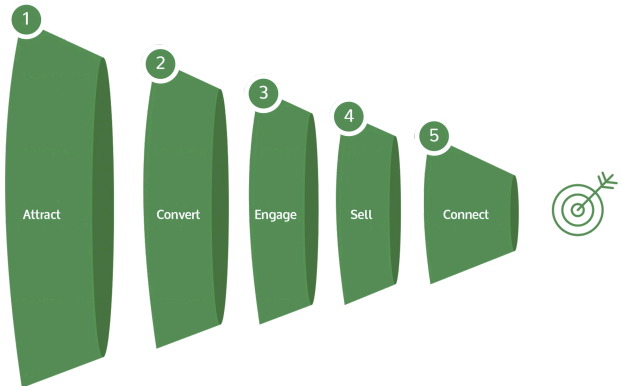


STRATEGY

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 Brad Blazar.

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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