

How One Coaching and Book Publishing Company Attracted Authors to Their Coaching Program

The Challenge:

Authors Channel is the solution that all authors need in order for their story to be heard. They specialize in helping thought leaders communicate with their audiences. In the past, they've utilized methods such as LinkedIn outreach, face-to-face meetings, and webinars. They just needed a way to cast a wide enough net to bring in clients for their private coaching programs for authors.

The Solution:

When Authors Channel came to us, they needed a new way to attract clients to their coaching programs where they would help them write and publish a book. Through extensive research and strategy, we created a messaging campaign that is tailored specifically to their target audience in order to build trust & relationships. We targeted consultants, tech entrepreneurs, business owners, coaches, and financial service professionals in the UK. We made sure to take special care to make sure the messages that we sent between the messaging campaign were in real-time and sounded human. It was our goal to create conversation and connections between Authors Channel and their audience.

The Results:

Since the campaign started, we have generated 10 high-quality leads in less than 60 days. Considering the fact that this campaign centered around conversation and connections, no deals have been closed so far but the client remains more than thrilled. The connections made will more likely become a client over time so the potential for additional revenue is huge. We received a nice note from Jackie, *"You're clearly doing great work!"*



About Authors Channel:

Industry: Book Publishing and Coaching

Location: London, UK

View Company Website: <https://authors.fm/>

Think We Can Help?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!

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