

• CASE STUDY •

# How a one-time investment in sales copy written by Eman Ismail has generated **£1.2 million in revenue** (and counting!) for Business Mentor and Coach Samara Michael

**£1.2 MILLION IN REVENUE (AND COUNTING) FROM HER EVERGREEN COURSE**

**ONE-TIME INVESTMENT IN SALES COPY THAT'S CREATED ROI SINCE 2021**

**INCREASED CAPACITY TO DELIVER HER COURSE AND SERVE HER CLIENTS**



“Since Eman helped me shift my course from live launch to evergreen in late 2021, the sales page and sales emails she wrote have generated £1.2 million so far – and I’m still using them. Her copy is the gift that keeps on giving, and it’s freed me up to spend my time where it should be: making my programme great and putting my energy into my coaching calls and my work with clients.”

**SAMARA MICHAEL**

**AMAZON FBA COACH + MENTOR  
MAKEMONEY.CO.UK**



**W**hen Samara Michael first reached out to email strategist and conversion copywriter Eman Ismail in August of 2021, her online course was already a huge success.

As a Fulfillment By Amazon (FBA) coach and mentor, Samara had achieved six-figure launches with her signature Amazon FBA Kickstarter Academy, a programme that teaches people how to build a thriving Amazon FBA business.

Yet while Samara had tons of interest, leads, and sales coming in for the course, **she wasn't attracting the type of participants who had the time or money to properly invest in the programme to see the best results.**

"Because I sell a course about making money, it attracts 99% of people," Samara said. "But I don't want to work with 99% of people. My programme isn't your standard digital course. It comes with a lot of one-on-one elements and I build real relationships with people.



**"Because of this I really needed a filter system to attract people who are prepared to invest, who have the time, and who could not only afford to buy my programme but who could vibe at a high level inside of it as well."**

Samara knew that more targeted and strategic messaging was needed to create this filter system, but she also knew she didn't have the time or energy to write this messaging herself.

She was also eager to shift to an evergreen launch model after several live launches, and decided it was the perfect time to bring in a professional copywriter to help her refine her messaging and create her evergreen sales assets.

"I knew I needed to spend my time, energy, and expertise on redoing some of the course content and delivery, because only I could do that. But I wanted to hire a copywriter to write my sales page and emails **because I needed it done well and quickly so I could meet my tight deadline.**"

Samara had been following Eman on Instagram and loved her content,

as well as her openness about her rates as a top-tier copywriter.

**“I liked that she wasn’t cheap, because I didn’t want a standard copywriter,”**

Samara said. “I wanted to pay a premium price because I believed it would enable me to get a premium product – and better sell my premium programme.”

Samara reached out to Eman and hired her, and said she was immediately impressed by the strategic guidance Eman provided as she began working on the sales page.

**“Eman has a great structural knowledge behind an effective sales page,” Samara said. “If you’re new to sales pages, you don’t know that you need to have call-to-actions in certain places, or where the pricing needs to be, or where the testimonials work best.**

“I appreciated having a conversion copywriter who knew all these things, and **who also looked for ways to enhance my offer.** For example, I had a 2-for-1 discount for people signing up with their

husband or wife, and Eman told me it was a great selling point and should be much more visible. That’s done really well for us, and is still doing well to this day.”

After the sales page copy was complete, Eman moved on to write the sales emails, and Samara loved that **Eman was able to step into her brand voice so easily,** as well as incorporate storytelling to connect with potential course buyers.

“Eman pulled from some of my own content for the sales emails, which was great because it allowed her to tap into my voice and create a link between the people who had been following me organically and the people on my mailing list,” Samara said. “It also allowed us to go into more detail about the testimonials on the sales page and tell the story behind a client’s pain points as well as the sales success they’d seen with the course.

“The email sequence has been really effective at both nurturing people and selling the course.”



## “Effective” is an understatement!

Since her transition to evergreen with The Amazon FBA Kickstarter Academy, Eman’s sales copy has helped Samara generate £1.2 million in revenue, as well as attract more ideal clients who are seeing great results with the programme.

The best part of all is that the course revenue continues to grow as the evergreen funnel continues to run – providing Samara with **more and more ROI on a one-time investment she made in her sales copy back in 2021.**

“The sales page and sales emails that Eman wrote for me are the gift that keeps on giving,” Samara said. “Because she got the sales copy right the first time, I’ve been able to run the evergreen funnel without changing it, which has saved me a lot of time.

“I love knowing that my sales page and sales emails are taken care of and I don’t

even have to think about them, which frees me up to spend my time delivering my programme and serving my clients. Having the capacity to do that is every bit as important as the big revenue numbers I’ve seen – which are incredible, by the way.”

Samara noted that any business owner who wants to attract more of the right clients, increase their sales, or transition to an evergreen approach would benefit from working with Eman.

“Eman isn’t just a great copywriter, she also provides an excellent service,” Samara said. **“Her communication is great, she never misses a deadline, and she asks all the right questions.**

“From start to finish, I just felt well listened to, well cared for, and well understood. I recommend Eman to absolutely everyone.” \*



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