

Scared to invest in sales copy and not meet your sales goal?

That's exactly what happened to Sam + Jo in the first launch of their course. Discover why they still believe their investment with Eman Ismail was worth every single penny.

**A SURPRISING SHIFT
THAT BROUGHT
CLARITY IN THEIR
IDEAL CLIENT AND
TARGET MARKET**

**LOTS OF GUIDANCE
AND TIPS ON HOW
TO MARKET AND
SELL IN TODAY'S
LAUNCH LANDSCAPE**

**A SALES PAGE AND
TWO SALES EMAIL
SEQUENCES THEY CAN
REUSE EVERY TIME THEY
LAUNCH THEIR COURSE**



“Even though we didn’t meet our sales goal, there wasn’t one point where we were disappointed in our numbers because we had so many other wins. Plus, we got 17 people in and that’s incredible. It’s proof that the copy works – and with everything we’ve learned from working with Eman, we’re excited to see how much better we do with our next launch and future launches.”

SAM BROWNE + JO JENSEN
CO-FOUNDER OF THE VA FOUNDRY | THEVAFOUNDRY.COM



Before Sam Browne and Jo Jensen reached out to email conversion strategist and copywriter Eman Ismail, they'd talked about working with a professional copywriter for years.

As the co-founders of The VA Foundry – a business that provides coaching, programmes, and resources for aspiring and established virtual assistants – they'd always written their own copy and content.

But as they prepared to launch a new course with a higher price than any of their other resources, they knew it'd be smart to have their launch copy handled by a pro.

“We're good writers, but it's a different ballgame to write a sales page,” Sam said. “Sales copy takes a whole other level of skill and knowledge that Jo and I don't have, and don't have time to learn. **We were ready to level up in our business and we knew investing in great copy was where we needed to start.**”



Jo learned of Eman through a group coaching programme she was in and began following her on Instagram.

She loved the quality of Eman's copy, and soon told Sam they should hire her for their launch.

“She was clearly an amazing copywriter, so we went to her website and took a look at her pricing,” Jo said. “We were like, ‘Man, can we actually do that – and will we get a good return?’”

“But we both knew that if we wanted to uplevel we were going to have to make some bigger investments and go to the best people. **No more playing small.** So we reached out to Eman and had a call.”

The pair said their conversation instilled a lot of confidence in them that they'd be in great hands with Eman and that she'd deliver fantastic copy.

But still, they were nervous.

“It was the biggest investment we'd ever made in our business,” Jo said. “It was definitely scary.”

Sam said one reason for the fear was they didn't know how their audience would react to the higher price point of the new

course, specifically the stay-at-home mothers who most of their content, resources, and marketing had always been targeted towards.

Ultimately, the pair asked themselves a key question: **What would our future successful selves do in this situation?** Would they invest?

“The answer was an absolute yes,” Jo said. “We knew our future successful selves would say that you have to have great copy to level up and you need to work with experts. So, we made the decision to go for it.”

After hiring Eman to write the sales page and sales emails for their launch, Sam and Jo got busy creating the curriculum for their course, while Eman began unfolding her impressive copy process.

Both said that right from their first onboarding call they started receiving value – and quickly realised Eman was much more than a copywriter.

“Her process is so slick, and with everything she was going to give us and all the advice we were going to get, I realised she was going to be in our launch with us and supporting us through the whole thing,” Jo said. “That surprised me.”

“Yeah, I thought we were just going to get a sales page,” Sam laughed. “But the guidance she gave us – not just in that initial call but all the way through to our wrap-up call when she was still giving us tips and tricks – was all **extremely valuable strategy.**”



Another piece of value came out of Eman’s customer research phase, where she sent customer surveys to identify the ideal client for the course, understand their needs and aspirations, and pinpoint their biggest hesitations and objections around buying.

Sam said it was through these surveys that they realised **they’d been targeting the wrong audience for the last 3 years – and officially uncovered who their real audience was.**

“We’d always thought we had two audiences: stay-at-home mothers and professional women looking to leave 9-5 jobs,” Sam said. “We’d spent a lot of our time targeting stay-at-home mothers, but the survey results clearly showed our audience is women in 9-5 jobs.”

“It was a real epiphany for us,” Jo said. “The clarity we gained from it was a huge win.”

Eman also provided strategic advice on **how to optimise their offer**. She advised them to promote their VIP offer on the sales page, and to create a downsell email sequence for non-buyers to promote their DIY offer after cart-close.

But, of course, the biggest value of all came in the form of the sales copy Eman delivered, and both Sam and Jo said they were thrilled when they saw the drafts.

“She absolutely nailed the copy,” Sam said. “It was just so, so good. **Eman had completely gotten into the minds of our target audience** and knew the exact issues they were having and the exact excuses they would use to not buy the course.

“You could also tell she’d listened to our podcast because our personalities came through so clearly in the copy. That takes such an extraordinary level of skill to do that.”

With the sales copy in place, Sam and Jo were ready to launch.

They set a goal to get 30 sales of the VIP option of their course, an arbitrary number Jo said went perfectly with their course name, “Launch in 30 Days”.



The launch period came and went and...

...they didn't hit their goal.

Instead, they had 13 VIP sales and 4 sales of the DIY course they'd promoted in the downsell sequence.

Sam and Jo said despite not hitting their sales goal, they weren't disappointed at all with their launch – especially because of the big realisations – and workload – they'd had leading up to it.

“We knew getting 30 VIP sales was going to be a stretch, especially since we'd never had a course at this price and didn't even know whether the audience we were trying to target was following us,” Jo said.

“We also hadn't been putting a lot of time or energy into marketing because we were so focused on creating our course content,” Sam added. “And since

it was our first launch, we didn't have any course-specific social proof to share.”

Still, the pair was thrilled with the sales they did get, and said that working with Eman yielded a ton of wins – all of which will help them when they launch the course again.

“Realising our real audience was a game-changer for us and not just for this particular launch, but in terms of our entire business,” Sam said. “Our messaging across every channel is different now, and the way we show up is different. We’ve got our content and socials targeted on the right audience and it’s growing.”

Another win is the feedback they received on the launch copy.

“We got lots of emails and also DMs – because of course we used Eman’s sales copy in our social content – that said, ‘How are you in my head like this?’” Sam said. “We even had VAs from our mastermind who had already launched their businesses wanting to sign up for the course, saying ‘I feel like I need this.’”



“We were like, ‘Guys, no! You already know this stuff!’ But that just shows how good the copy was.”

Their launch copy was also extremely effective at attracting a fresh wave of new customers into their business.

“Normally when we launch something we see the same names coming through,” Sam said. “They’re in our audience, they trust us, and they know it’s a guaranteed product. With this launch, I didn’t know any of the names; they were all new.”

“That shows that the copy works with the right people. And besides adding in the social proof we now have about the transformation people have seen with the course, we’re going to use this same copy again and again for all of our future launches.”

Yet perhaps even more beneficial is the launch strategy they learned that can help them improve future launch results.

“We learned so much about launching from working with Eman,” Sam said.

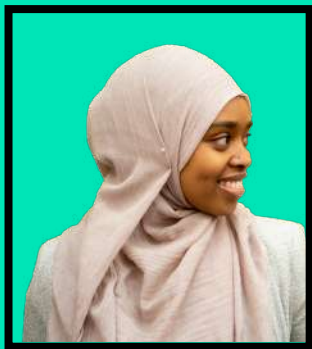
“Even in our debrief call after the launch was over, she was giving us advice about what we could do differently next time to warm up our audience earlier.”

Sam and Jo said that for anyone who’s debating whether or not to make a significant investment in professionally written sales copy, working with Eman provides a return far beyond a sales goal and is **definitely worth the leap.**

“Investing in the copy is only one part of it,” Jo said. “Not only does it help you level up your marketing, but **the confidence you gain really empowers you to keep leveling up everywhere.**”

“There’s never a good time to make a big investment in your business, especially for the first time,” Sam added. “It’s going to feel uncomfortable, there are going to be doubts, and there will most likely be people who don’t understand why you’re doing it or what the real value is.

“Sometimes you need to invest the money to level up so you can earn even more money. For us, making this investment has been so worth it. ✨



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