



The Situation

A client in the alternative medicine space wanted to launch a new remote course offering. Their goal was to attract high-quality leads and ultimately sales of their online course. They needed a means of capturing leads and nurturing them from prospect to buyer.

We were hired to come in and create a multi-step lead generation and sales funnel, write email copy, and run their Facebook and Instagram ads.

The Outcome

We wrote the copy for, designed, set up, and integrated a multi-step lead generation and sales funnel on ClickFunnels and on Wix. We also built out additional email sequences within Mailchimp.

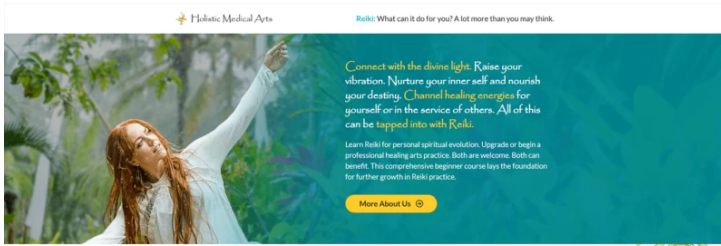
We were able to generate sales for her course which averaged around \$100 per sale, and the AOV for the funnel was around \$180.

A screenshot of a Facebook Ads performance report. The interface shows a 'Resource Center' with tabs for 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' tab is active, displaying a table with columns for Campaign Name, Website Purchases, Offline Purchases, On-Facebook Purchases, Cost per Purchase, Purchases Conversion Value, Mobile App Purchases Conversion..., Website Purchases Conversion..., Offline Purchases Conversion..., On-Facebook Purchase Conversion..., and Purchase ROAS (Return on Ad Spend). The table lists five individual campaigns and a summary row for 'Results from 5 campaigns'.

Campaign Name	Website Purchases	Offline Purchases	On-Facebook Purchases	Cost per Purchase	Purchases Conversion Value	Mobile App Purchases Conversion...	Website Purchases Conversion...	Offline Purchases Conversion...	On-Facebook Purchase Conversion...	Purchase ROAS (Return on Ad Spend)
PMBN MOF - CBO - Oct 27	2	—	—	\$59.63	\$250.00	\$0.00	\$250.00	\$0.00	\$0.00	2.10
PMBN TOF - CBO - Oct 14 - Exclude Cali	4	—	—	\$121.64	\$675.00	\$0.00	\$675.00	\$0.00	\$0.00	1.39
PMBN TOF - ABO - Oct 6 - Exclude Cali	11	—	—	\$82.53	\$2,075.00	\$0.00	\$2,075.00	\$0.00	\$0.00	2.29
PMBN MOF - CBO - Oct 6 - Exclude Cali	3	—	—	\$142.00	\$550.00	\$0.00	\$550.00	\$0.00	\$0.00	1.29
PMBN TOF - ABO - Sept 30 - Exclude Cali	4	—	—	\$121.48	\$850.00	\$0.00	\$850.00	\$0.00	\$0.00	1.75
> Results from 5 campaigns	24 Total	— Total	— Total	\$101.06 Per Action	\$4,400.00 Total	\$0.00 Total	\$4,400.00 Total	\$0.00 Total	\$0.00 Total	1.81 Average



Sales Funnel Build



People come to Reiki for many reasons

Perhaps you are a spiritual seeker and have not yet found your path, or are looking to deepen your connection to the divine.

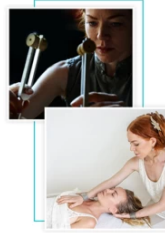
Maybe you come from western medicine disciplines and are burnt out and looking for a more holistic, energetic healing modality that will reconnect you to the reason you chose the path of a healer in the first place.

Maybe you are already practicing acupuncture, massage, yoga, chiropractic or Airoveda, and are looking for a way to enhance your sessions.

Or, you feel called to the healing arts by a sense of destiny and intuition, and you're ready to begin walking this path for the first time.

Whatever your reason—Reiki is almost certainly going to be a beneficial addition to your life.

[YES! I Want to Register for The Reiki](#)



Unfortunately, we live in a world that has largely lost connection with our divine source and the innate healing powers contained in nature and ourselves.

Our global collective consciousness has been caught in a cycle of rampant consumerism leading to the destruction of the planet and leaving us sick—physically, mentally, emotionally, and spiritually.

For most of us, this was not a conscious choice we made from birth. As we grew up, we were socialized into this consumer way of life by our modern education system, which focuses on educating the mind, but neglects the education of the heart.

We've been schooled into thinking that modern diseases which plague the body, mind, and spirit can only be resolved with complex bio-medical testing and treatment.

This is simply not true.

The only way to heal ourselves and our Mother Earth is to return to our divine source and live holistically—in harmony with ourselves and nature.

Reiki is a tool to help us do just that

Hi, My name is **Besswyn Ayla**, and I am a Reiki practitioner and teacher, and the Founder, Director, and Instructor of the Wu Wei School of Reiki in Berkeley, CA, where I have been practicing in the healing art of Reiki since 1976.

Hi, My name is **Besswyn Ayla**, and I am a Reiki practitioner and teacher, and the Founder, Director, and Instructor of the Wu Wei School of Reiki in Berkeley, CA, where I have been practicing in the healing art of Reiki since 1976.

I am also the Founder and Director of Holistic Medical Arts in Berkeley, CA where I have been treating the diverse population of the Bay Area with integrative medicine including acupuncture, herbs, moxibustion, nutrition, traditional Chinese medicine and bodywork such as Chi Nei Tang, Rosen Method, Shiatsu, Tai Chi, and Reiki since 1976.

For the first time, I am offering the very same Reiki training taught at our physical school location—online, making it accessible to everyone, everywhere.

[YES! I Want to Register for The Reiki](#)



What you will take away from this initiation into Reiki:

- Increased ability to channel healing energy for yourself, family, friends, and community.
- Heightened intuitive, psychic, and energetic awareness.
- A deeper level of communication and connection through touch.
- Enhancement of your ability to be in the present moment.
- Accelerated spiritual growth.
- Transformation of your health and well-being.
- Association with an awesome community of like-minded seekers.
- The potential for a rewarding career and the tools necessary to make it happen.

By the end of this Reiki training, you will:

- Know the history of Reiki and it's many uses and benefits.
- Gain a basic understanding of Qi.
- Understand the power of Reiki in the context of the transformation of Qi.
- Know the Three Pillars of Reiki.
- Be able to practice Reiki on yourself and others on a beginner level.



This Reiki I, Shoden course is for beginners of all backgrounds and will teach you the fundamentals of Reiki

In this course—Reiki I, Shoden: Wu Wei Master Way—you'll progress along the following curriculum:

- | | | |
|---------------------------------|------------------------------|-----------------------------------|
| ✓ Chakra | ✓ Qi | ✓ Protection |
| ✓ Reiki Levels | ✓ Reflection | ✓ The Reiki pathway |
| ✓ History of Reiki | ✓ Ethics & consent | ✓ Karu hand positions |
| ✓ Lightness & movement | ✓ Self-heal & transformation | ✓ How to be a benefactor of Reiki |
| ✓ The power in your hands | ✓ The Three Pillars of Reiki | ✓ Reiki & Reiki I attainment |
| ✓ Self-care practices & rituals | ✓ Treating others with Reiki | |

Following Reiki I, when you are ready to progress your skill and understanding, three additional training levels will take you through the intermediate level, all the way to Reiki Master.

This is a self-paced course that you will complete entirely online on your own time. But rest assured—this is an experiential course—you will not simply be sitting watching videos after videos.

You will be participating in attachments as well. This is a journey of transformation and of the heart—not the act of just consuming information.

Tools Used

“It is essential to have good tools, but it is also essential that the tools should be used in the right way.” – Wallace D. Wattles



MailChimp

An email marketing solution that's best suited for start-up businesses due to their affordable pricing structure.



Google Analytics

A web analytics service offered by Google that tracks and reports website traffic.



ClickFunnels

A funnel building platform that allows you to build beautiful yet highly converting funnels.



Facebook & Instagram

Social media channels used to reach a wide, yet highly targeted audience.

