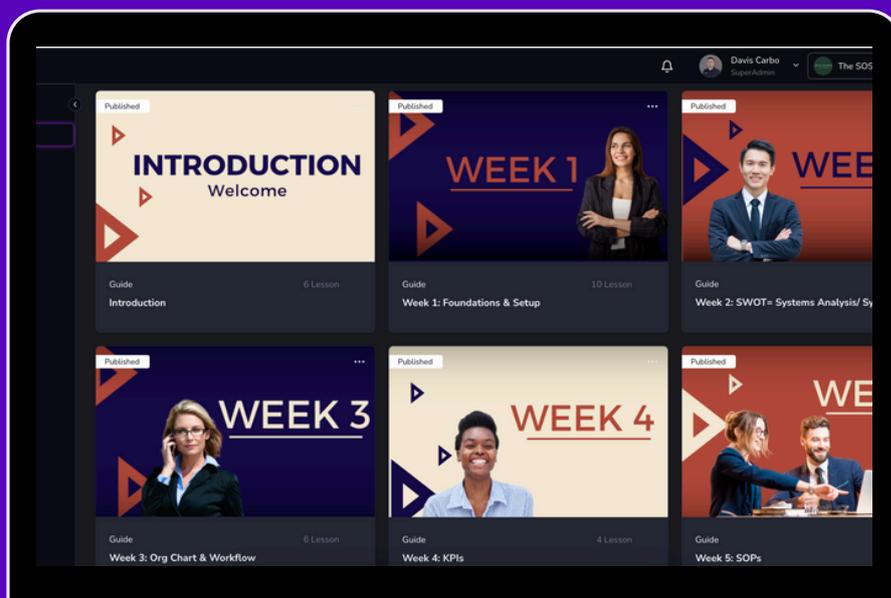


THE

Creator

CASE STUDY

How **Combat's Optimization Service** turned a \$250 DIY Course into a \$5,000 DWY Service.



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2023

TABLE OF CONTENTS

TABLE OF CONTENTS	1
OVERVIEW & BACKGROUND	2
CHALLENGES	3
OBJECTIVES & GOALS	4
SOLUTION	5-6
RESULTS	7-8
CONCLUSION	9

OVERVIEW

This case study explores Megan Galane's strategic shift from a traditional DIY course model to a DWY (Done With You) format by using Combat Sales' Course Optimization Services. This transformation resulted in a remarkable increase in course pricing and student engagement, setting a new standard in online education.

BACKGROUND

In the competitive world of online course creation and business, creators often grapple with the challenge of transforming passive content into engaging and profitable learning experiences. Megan Galane, an experienced course creator who helps CEO's implement organizational systems into their business, faced a stark reality with her course on Kajabi. Megan's course followed the traditional DIY (Do-It-Yourself) model, where- due to the constraints of her current platform- she was only able to sell access to the course with little to no opportunity to provide coaching/direction to the student afterwards without a considerable amount of 1-1 coaching which was both labor intensive and emotionally draining. Megan was frustrated that her course suffered from low engagement, with few students completing the entire curriculum. This case study explores Megan's journey through Combat Sales' optimization program, which not only revitalized her course structure but also significantly enhanced its market value. By transitioning from a DIY product into a DWY (Done With You) service. By doing so, Megan was able to increase her course price from \$250 to \$5,000 (a 20x increase!), sell 4 course enrollments within the first month of offering the course (increasing her monthly revenue by 10x), and increase the effectiveness of her training by over 60% thus leading to higher engagement, happier students, and a stronger position in the marketplace. . Megan's experience exemplifies the transformative potential of Combat Sale's strategic course optimization service and platform hosting. The content within this case study dives into the challenges she faced, her decision-making process for selecting Combat Sales, and the profound impact Combat's optimization for her business and educational outcomes.

CHALLENGES

In January of 2024, Megan approached Combat Sales to discuss the possibility of transferring her content over to the platform in hopes to increase user engagement. She notably faced significant challenges with her initial online course offerings on Kajabi. The three challenges she faced with her courses were low effectiveness, low engagement, and unfavorable market positioning and pricing. Even attempts to add value through a personalized coaching model, which included technical support and accountability calls, did not enhance student participation as expected. Frustrated by these outcomes and the constant need to address questions that were already covered in her course materials, Megan considered shifting entirely to consulting, despite its demanding nature. However, her recognition of the potential in Combat Sales' innovative approach and her existing reputation for a more interactive coaching model led her to reconsider and revamp her course offerings.

Below are the three challenges her course faced in more depth:

1

Low Effectiveness

Megan's course initially suffered from low effectiveness. As her students had to reach out multiple times for clarity and guidance through the material. The content, largely self-guided with minimal interactive or personalized components, failed to adequately support learners in achieving the desired educational outcomes, leading to dissatisfaction and decreased perceived value.

2

Low Engagement

Engagement within Megan's course was notably poor, with many students failing to complete the course or actively participate in the learning process. This lack of engagement was attributed to the course's DIY nature, which did not facilitate ongoing interaction or provide the motivational elements necessary to sustain student interest and involvement throughout the course.

3

Market Positioning & Pricing

The course was originally priced at \$250, which, while affordable, did not reflect the high value of expert guidance Megan provided, nor did it attract the right segment of learners willing to invest in a premium learning experience. This low pricing strategy undermined the course's market positioning, making it difficult to compete in a market that increasingly values specialized. She was only able to sell 1-2 courses per month.

OBJECTIVES & GOALS

In response to the challenges of low effectiveness, engagement, and inadequate market positioning, Megan set clear objectives and goals to revitalize her course offering. Her primary objectives were to

1



Increase student engagement and course completion rates.

2



Transition from a low-interaction DIY model to a high-value DWY service.

3



Increase the course price to reflect its enhanced value and Megan's expertise.

4



Improve the overall satisfaction and results of her students.

SOLUTION

PHASE 1: STRATEGY (WEEK 1)

To address the identified challenges and meet her outlined objectives, Megan collaborated with Combat Sales to implement a strategic course optimization plan segmented into 3 phases that are outlined in the following pages:

Full Review of Course Materials:

This initial step involves a thorough assessment of existing course content and structure to identify areas for improvement.

Mind Mapping:

Creation of a visual map that outlines the course framework, helping to organize and clarify the flow of topics and key concepts.

SWOT Analysis:

A strategic review that identifies the strengths, weaknesses, opportunities, and threats related to the course content and delivery, aiming to leverage strengths and opportunities while mitigating weaknesses and threats.

SOLUTION

PHASE 2: DEVELOPMENT (WEEK 2-3)

Development and Implementation: In the second and third week of Megan's optimization journey, Combat Sales developed new training materials for her course. The different deliverables Combat offers during the development include:



SOLUTION

PHASE 3: MONITORING (WEEK4)

By the beginning of the 4th week, Megan's course was ready to launch. Combat Sales then transferred the newly designed, edited, and formatted content onto the platform and started the growth and monitoring process. The platform was white labeled to her company, the SOS Advantage, and her students were onboarded as she sold her new offer. A deeper look into the deliverables of Phase 3 are shown below:

Migration Services:

Facilitating the transfer of course materials to the Combat Sales platform, ensuring a smooth transition and consistent user experience.

White Labeling of Training Platform:

Customizing the platform to maintain brand consistency for the creator, providing a seamless look and feel that reflects the creator's branding. (URL registration and hosting fees are covered by client)

Trainer Portal Setup:

Establishing a management interface for creators to efficiently manage and deliver their courses.

ROI Time Tracking:

Integrating tools to track and report the return on investment, helping creators understand the value generated by their courses.

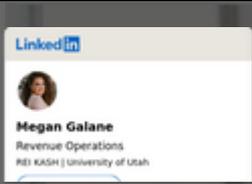
Ongoing Minor Revisions/Updates:

Offering continuous support for updates and revisions within the scope of the optimization package to ensure the course remains current and effective.

Creator Portal Access:

Providing creators with ongoing support through direct messaging capabilities and a dedicated portal for administrative and support tasks.

RESULTS



Hi, I'm Megan Galane, and I can't say enough about the power of the 1:1 approach. When I shifted my course pricing from \$250 to \$5,000, it wasn't just about the money—it was about the value I could bring to my users. By walking each student through the content personally, I'm making sure they're actually doing the work and learning what I want them to learn. Plus, it gets everyone involved. Love the platform! ”

	Before	After
Price	\$250	\$5000
Monthly Revenue	\$250-500	\$20,000
Engagement	20-30%	80+%

The screenshot shows a course management interface with a sidebar on the left containing 'Back to Courses', 'Course Material', 'Students', 'Resources', and 'Course Settings'. The main area displays a grid of course modules, each with a 'Published' status and a 'Guide' title. The modules are:

- INTRODUCTION** (Welcome) - 6 Lesson
- WEEK 1** (Foundations & Setup) - 10 Lesson
- WEEK 2** (SWOT= Systems Analysis/ Systems...) - 5 Lesson
- WEEK 3** (Org Chart & Workflow) - 6 Lesson
- WEEK 4** (KPIs) - 4 Lesson
- WEEK 5** (SOPs) - 5 Lesson

CONCLUSION

Megan Galane's experience underscores a critical insight: adaptability is key to maximizing both student engagement and business profitability. Through her partnership with Combat Sales, Megan transformed a struggling course into a high-value, interactive learning experience that not only increased her sales but also significantly enhanced the satisfaction and outcomes of her students.

Don't settle for passive engagement and lackluster student experiences. Instead, consider the potential transformation that awaits your courses with Combat's course optimization. Whether you're struggling with student retention, seeking to increase your pricing structure, or simply looking to revamp your course offerings, now is the time to explore a partnership with Combat Sales. Contact us today and schedule a call below:

Let's talk!



Or check us out at **WWW.COMBATSALES.COM**!