

Case Study: how we generated an additional \$150,000 in Revenue in 75 days for an Amazon Marketing agency

In this doc I'll cover:

- 1 - How we reframed their offer and refined their pricing to allow them to move upmarket;
- 2 - How we created sales assets to capture relevant attention from our client's ICP;
- 3 - How we were able to build the client acquisition infrastructure that allows them to book calls with SQLs consistently;
- 4 - How we helped them refine their sales process.

For context:

M7 is an Amazon marketing agency who came to us looking for assistance in scaling their business in a holistic way.

Working with a business in this format allows for us to gain a deep understanding of their ICP, operations, processes, therefore leading to a better outcome and overall experience for the client.

Pitching to Amazon brands via email is extremely difficult as it's virtually impossible to scrape the leads from the website.

However we developed proprietary tech that allowed for us to work around this issue.

The process:

Step 1 - Positioning

To begin with, we looked at the different industries they targeted and identified industry-based pain points.

From there we narrowed it further down and started to identify role-based pain points.

Having this understanding of the challenges in the industry across the board, as well as what each decision maker struggles with allowed us to help M7 address each of these pain points in their messaging, and position themselves as the solution.

We helped them launch 2 new offers:

- A retailer offer, to allow transition to retailers and for businesses selling online exclusively;
- An offer for ecommerce businesses not on Amazon yet.

Being able to provide these specific and encompassing solutions now allows them to charge a premium for their services.

Step 2 - Sales Assets

The Sales Assets are the core of this entire operation.

They are long-form pieces of content that will serve as the foundation from which we will do everything else.

The Sales Letter is arguably the most important one, and it serves a few purposes:

- Make a bold claim/promise
- Showcase proof to back up that claim

- Provide an original Thesis (aka a New Way of Doing things and achieving the promise)
- Create a compelling sales argument as to why this Thesis is the correct way to achieve the bold claim.
- Give them legitimate content that would get them to the bold promise if they used it
- Create contrast between their current mechanism and the thesis mechanism
- Make them an offer

This is going to be the piece of content that will take the longest to produce.

It will also be the one that provides the most clarity to our operation, serving as a North Star.

M7's [Sales Letter](#)

Step 3 - Outbound client acquisition system

After the Sales Letter, comes the toughest part - acquiring clients.

Sure, having a Slam Dunk Offer makes it easier, but if you have no one to sell it to, it's as good as nothing.

So, we solved this issue by scraping the leads with our proprietary technology, monitoring and implementing a DFY email marketing system that we managed internally.

The copy and messaging were built around the problems we identified their ICP had during our research phase.

So this was a matter of concisely conveying the value of what our client does, and providing evidence through the case studies and other sales assets.

Step 4 - Sales Process Refinement

Our plan was on track: the client had a great offer, and his funnel was converting the interest into booked calls.

Point was - "How would we be able to close them?"

Sure, his offer was good, but it still took a lot to sell it to someone.

So we built the client a custom sales script, crafted around the pain points his ICP had.

In addition to that, we coached him on a weekly basis on how to handle the calls, and reviewed his call recordings to give him feedback on what could be improved.

Some Final Words...

Thanks for reading until the end.

This is the exact 4-step process we used to help our client add an extra \$50,000 in MRR to their business in 75 days.

If you like what you read in this document and you want results like these...

And you want this 100% done for you...

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