

# Case Study - Sasha Cagen: Leadership Coach

## System: Email → Webinar Funnel

### Problem

Sasha had a strong coaching program but struggled to consistently enroll high-ticket clients. Her old approach (static site + newsletters) wasn't creating enough urgency or personal connection to convert her audience.

### Solution

I designed a complete **email-to-webinar funnel** tailored for her audience:

- **Warm-up sequence** of 7 nurture emails with practical leadership insights.
- **Authority repositioning** through storytelling and simplified site messaging.
- **Live webinar** structured into 3 training blocks ending in a natural program invitation.
- **Follow-up sequence** with a replay link, objections handled, and call scheduling.

### Results

- **8 new high-ticket clients enrolled in 30 days.**
- Brought in an **additional \$40,000 in revenue** without running paid ads.
- Sasha went from chasing clients to having a repeatable, evergreen system.

### Key Takeaway

By packaging her expertise into a value-first webinar funnel, Sasha was able to scale her coaching business quickly, sustainably, and without ad spend.