

LATEST UPDATE

ALISON J. PRINCE:

E-COMMERCE COACH & ENTREPRENEUR

Driven to earn extra income for her family, Alison pivoted from teaching junior high to building **4 Multi-Million Dollar online businesses**. After achieving immense success, Alison found her calling coaching others how to succeed. Today, Alison mentors thousands of women to build their own profitable online (e-comm) businesses.

AS SEEN ON

Forbes



FunnelHacking Live

30

Entrepreneur
WOMEN TO WATCH



Social Media
Examiner

THE COSTCO
CONNECTION



GOALS:

- ▶ Relaunch challenge funnel with a goal of **exceeding previous launch of \$571K**
- ▶ **Implement changes** to optimize the funnel and increase conversions
- ▶ Reduce or eliminate manual tasks required to onboard **new customers** from the challenge



RESULTS

- ▶ ROI: **44X** IN 5 DAYS
from doors open to doors closed
- ▶ **6.30%** sales conversion rate.
- ▶ **\$1.27M in revenue** -
- ▶ Double previous launch



I could go on and rave about the amount of weight you've taken off my shoulders as an entrepreneur... seriously amazing!



CASE STUDY

FUNNEL TYPE: **Challenge Funnel**

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 Social Media Marketing  Costco CONNECTION

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ACHIEVED DURING PANDEMIC

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