

Four Case Studies: How We Generated \$10M+ in New Revenue From Assets Businesses Already Owned

Case Study 1: The Health & Supplement Company

From Email Drip Program to Physical Cookbook, Digital Cookbook, and Bonus Suite

The Asset

This client was a sophisticated direct response company — not a beginner with one product, but an established business with multiple funnels, books, newsletters, supplements, and continuity programs already running. They had done everything right. They had invested heavily in a premium email drip program built around weekly meal plans: a professional nutritionist had developed every recipe with precise macros, a professional chef prepared each dish for photos, a photographer had shot every dish, and subscribers received a weekly email with that week's grocery list, recipes, and guidance. No stock photos. No shortcuts. Real production value, delivered week by week.

By every standard measure, this was a strong asset. It was proven, it was polished, and it was already generating revenue. Most people in that business would have looked at it and seen a functioning program. Sara looked at it and saw a format challenge leading to an untapped opportunity.

The Diagnostic

The client's supplements were designed for people managing diabetes, high blood pressure, sleep issues, and nerve pain. Sara's observation was specific: these are not people who love to check a recipe on their phone or scroll through an email to find last week's grocery list. Vision problems are a documented complication of both diabetes and high blood pressure. Nerve pain affects how people interact with screens and keyboards. This was an older demographic with real physical constraints — and they were being served content in the format least suited to how they actually live and cook.

The asset wasn't the problem. The delivery format was. Every recipe, every macro, every grocery list, every photograph — all of it existed and was professionally

produced. The content didn't need to be rebuilt. It needed to be reconstituted into a format this specific audience would actually use: something physical, something they could hold, open on the kitchen counter, and return to without a screen...just like in the good 'ol days.

The email drip program was hiding its own value by delivering itself in fragments, sequentially, one week at a time. A cookbook reorganizes identical content into a reference object — something you own permanently, return to by choice, and perceive as a complete system rather than a subscription you don't want to sign up for because you're afraid you'll forget to cancel it. After all, both skepticism and memory issues escalate with the exact age-related health challenges this company specializes in helping older customers with.

The conversion was also sequenced carefully so as not to cannibalize the successful continuity program. The cookbook wasn't marketed to active subscribers who were already in the program. It went to the people who had been exposed to that offer multiple times and hadn't converted, turning a dead segment of the list into a new, profitable revenue stream without impacting the existing, successful one. Converting the asset is only half the work — knowing exactly where to market it so that it generates new revenue without negatively impacting what's already working is just as important.

The Conversion

Sara took the full library of recipes, macros, grocery guidance, and professional photography and converted it into a large-format physical cookbook. The content was complete — the work had already been done. What changed was the container.

The cookbook was substantial enough that printing it as a single volume carried significant cost — both in production and in the perceived commitment it asked of a new buyer. Sara solved both problems by splitting the full cookbook into four three-month volumes. A buyer could try the first volume, experience the value, and decide whether to continue — without feeling like they were committing to something they hadn't yet tested. The barrier to entry dropped. The path to purchasing all four became a natural progression rather than a single large decision.

Sara then created a digital version of the same cookbooks, reducing fulfillment cost while opening a new price point and a new buyer segment entirely. This audience skewed older and included a significant number of people on fixed incomes — the

same people managing diabetes, blood pressure, and nerve pain who needed the cookbook most. For those who couldn't absorb the cost of printed volumes, the digital versions made the content accessible at a price point that worked for their reality. Two products, one asset, no new content created.

The existing program had also featured guest speakers throughout the year — experts brought in to teach practical kitchen skills: how to keep chicken moist every time, how to stock a pantry with the spices you'll always need, and similar how-to topics. Sara identified the strongest of these and converted them into a bonus getting-started guide — a practical onboarding resource that reduced overwhelm for new buyers and increased the perceived value of the offer.

Finally, Sara pulled all dessert recipes from the library and packaged them as a standalone dessert recipe book — a natural companion product that served the same audience's desire to enjoy food within their dietary constraints without making them feel restricted.

The dessert recipe book wasn't just a revenue play — it increased both compliance and results. One of the advantages of the original continuity program was the accountability and hand-holding that kept people on track. A standalone cookbook doesn't have that. So the dessert book served a specific psychological function: it gave people permission to enjoy food within their dietary constraints without feeling deprived, which is one of the primary reasons people abandon health programs entirely. More enjoyment means better compliance. Better compliance means better results. The buyer wins, the product works, and the owner has a customer worth keeping.

This is another difference between merely converting an asset versus converting it correctly. Protecting the existing revenue, sequencing the marketing, and making sure the new asset actually works for the people buying it requires someone who understands the strategy as much as the execution.

The Result

The physical cookbook increased average order value within the existing funnel. The digital version increased it further while dramatically reducing fulfillment cost. The bonus suite — the getting-started guide and the dessert book — added perceived value without requiring any new content production. Every piece of this came from material the client had already paid to create.

What This Case Proves

This client didn't have a gap in their extensive product library. They had a format mismatch between their content and a large portion of their customer base. The meal plan program was built for a general digital audience. Their actual customer was an older adult managing a chronic health condition — someone for whom a weekly email drip is inconvenient, while a cookbook is more familiar and useful.

The diagnostic here wasn't creative. It was observational. Once you know who the customer is and how they actually live, the right format becomes obvious. The content was already there. The investment had already been made. The only thing missing was someone who could see the asset from the outside and recognize what it wanted to become.

This case works when the existing asset is content-complete, professionally produced, and serving an audience whose physical or behavioral reality hasn't been fully accounted for in the delivery format. It doesn't work when the content itself is weak or when the entire audience is already genuinely well-served by the existing format. The question Sara was answering wasn't "what can we make from this?" It was: "how does this specific customer actually want to receive this specific content — and are we giving it to them that way?"

Case Study 2: The Astrology Company

From One Annual Program to a \$9 Million Course Library

The Asset

This client had built the entire business around a single flagship program — a year-long continuity program that opened its doors once a year through a free live event, typically running about a week, built around astrology predictions for the year ahead. The event was the engine. It built the list, created urgency, and fed subscribers into the program at a monthly payment structure that made the annual commitment feel accessible. Once a year, the 'doors opened'.

It worked. The program ran successfully for years, built a substantial list, and generated real revenue. Members got live calls with different practitioners every month, each bringing their own area of focus. Every call got recorded. Year after year, that content accumulated inside the Kajabi account — organized by date, filed chronologically, and generating nothing beyond what it had already earned.

The business owner had also done what many sophisticated business owners do when looking for growth — and took the most esteemed course available on building a new digital product. The process was followed. The work was done. And it didn't move the needle. Not because the method was wrong, but because it was designed to solve a different problem. That framework starts from scratch. This business didn't need to start from scratch. It needed someone to recognize the value in what it had already proven the market wanted.

The Diagnostic

When the client came to Sara, the frustration was specific after investing in learning how to build something new then not getting the intended result. Sara's response reframed the entire problem.

You're trying to create something new. That's not your next move. Your next move is already sitting in your Kajabi account.

Sara went into the account and looked at what was there — not as an archive, but as raw material. Years of live calls, organized by date, meant nothing as a library. But organized by theme, they were already complete courses. Every call that touched relationships went into one pile. Every call about careers went into another. Every appearance by the astrologer the audience consistently showed up for most — the one whose calls had the highest attendance, whose name generated the most engagement — went into its own pile.

The diagnostic wasn't creative. It was observational, and it was data-driven. Attendance numbers told the story. When the same astrologer drew the biggest crowds month after month, that was a signal. When relationship calls and career calls consistently outperformed the rest, that was a signal. The content that belonged in a course wasn't chosen by what the owner liked best or what anyone thought was the most interesting. It was chosen by what the audience had already voted for with their presence.

The asset existed. The proof of demand existed. The only thing missing was someone who could see the organizational logic hiding inside what looked like an archive.

The Conversion

Sara went through the Kajabi library systematically and reorganized years of recorded content by topic and by practitioner. The result was a suite of standalone courses — each one thematically coherent, each one built entirely from content that had already been recorded, already been paid for, and already been delivered to a live audience.

The organization didn't stop at broad topics. Relationships became its own course — and within that, the audience's appetite went deeper still, down to specific desires like finding a soulmate, navigating a breakup, or understanding compatibility. Each layer of specificity was another product the audience had already asked for, just never been given.

The first course released was built around the audience's favorite astrologer — the practitioner whose calls had drawn the highest consistent attendance across the entire program. That course launched and generated \$275,000.

Before moving on to her next client, Sara documented and handed off the conversion system she had built — the organizational logic, the prioritization framework, and the sequencing strategy. Four years later, the Kajabi account had generated \$9 million in total new revenue proving that well-converted assets keep working.

No new content was created. No new astrologers were hired. No new programs were designed from scratch. The original one-year program had already done the work of proving what the audience wanted. The courses simply delivered more of it, in a format people could buy independently, on demand, without waiting for the annual doors to open.

The Result

\$275,000 from the first course launch. \$9 million across the full course library over four years. Every dollar generated from content that was already paid for, already recorded, and already sitting inside a platform the client already used.

What This Case Proves

Your audience tells you what they want every time they show up. The relationship calls filled the room. The career calls filled the room. The favorite astrologer filled the room — every single month, for years. That attendance data wasn't just an engagement metric. It was a product roadmap. The audience was already voting for what they wanted more of.

This case proves that a content library isn't an archive — it's inventory. And it proves that the market has already told you which products to build, if you know how to read what they've been telling you.

What this case does not work for: content that was created for you, not for your audience. If you personally love the astrology of relocation mapping but your audience consistently skipped those calls, that preference is not a product. The conversion has to follow the data, not the owner's taste. The moment you start building courses around what you find most interesting rather than what your audience has already proven they want, you stop reading the asset and start creating from scratch — which is exactly the problem this method exists to solve.

The asset was always there. The audience had already 'spoken'. They just needed someone to listen and deliver.

Case Study 3: The Health Coach

From a \$997 Audio Program to \$300,000 in the First Launch

The Asset

This client was a health coach who had done what every smart service provider eventually does — she recognized that trading time for dollars had a ceiling, and she built a way out. The result was a ten-week program delivered entirely by audio, back when teleseminars were the technology and webinars didn't exist yet. Participants paid \$997, received weekly audio content and PDF's, and moved through a structured health transformation on their own schedule.

It worked. The program sold. The audience trusted her. The results were real. But the client had been following the high ticket movement gaining momentum in the online business world and came to Sara with a simple question: *"How do I create a new high-ticket offer?"*

Sara's answer reframed everything. It was: *"You don't need to create a new offer from scratch. You need to repackage the proven asset you already have."*

The Diagnostic

The ten-week audio program was a transformation framework in disguise. It had a beginning, a middle, and an end. It had a specific outcome. It had been tested, refined, and proven to produce results across real clients. What it didn't have was the personalized attention of the coach that some of her customers were craving. It delivered her methodology without delivering her presence.

That gap was the diagnostic. The program wasn't underperforming because the content was weak. It was underperforming relative to its potential because it was delivering a transformation that people were experiencing alone, asynchronously, without accountability, without community, and without direct access to the person they had bought it to get closer to.

The ten-week structure didn't need to be rebuilt. It became the curriculum. The transformation promise didn't need to be rewritten. It became the container's core deliverable. What needed to be added was the layer the audio program couldn't provide: live calls, a cohort of peers, and a physical retreat that compressed the transformation into a shared, embodied experience.

The price point wasn't arbitrary. At \$15,000, the offer was priced against the outcome — not against the cost of the content. The content already existed. The price reflected the access, the accountability, the cohort, and the retreat. That's a fundamentally different value equation than \$997 for audio files, even though the underlying methodology was the same.

The Conversion

Sara built a three-month live group coaching program around the existing ten-week audio content. Participants received access to the transformation program as the

curriculum foundation, layered with live group calls and an in-person retreat. The target for the initial launch was ten people at \$15,000 — a \$150,000 launch if it filled.

It didn't fill. It overfilled. Demand came in fast enough that a second cohort was opened. Twenty people total, two groups of ten, \$300,000 in the first launch.

The decision not to combine the cohorts matters. The temptation when you sell out is to merge the groups and simplify the logistics. Sara didn't do that. The buyers had paid \$15,000 specifically for intimacy — for a small group, for real access, for the feeling that they weren't just another participant in a crowded room. Combining them would have delivered the content while breaking the promise. So the calls doubled up, each cohort kept its own container, and the retreats ran back to back on consecutive weekends.

Sara built the retreat from scratch — brought in additional practitioners, designed the experience, handled food, logistics, and programming. The client was delivering the transformation. Sara was building the container that made it possible.

The audience that showed up was the audience that had always been there — accomplished women in high-pressure careers: doctors, attorneys, and professors who had been following her work, trusted her methodology, and understood that protecting their health wasn't optional — it was what made everything else possible.

They didn't need to be found or targeted. They were already on the list. They just hadn't been given an offer that matched what they were actually willing to spend. Women flew in from across the country and from as far as Australia and England. A \$997 audio program had been the ceiling. A \$15,000 group coaching container removed it.

An additional segment appeared that was other health coaches who wanted to learn what she was doing and how she was doing it because when you convert an asset correctly and price it at its true value, you don't just serve your existing audience better. You can attract an entirely new one.

The Result

Two cohorts of ten at \$15,000. \$300,000 in the first launch. Subsequent cohorts ran at higher price points — the market had validated not just demand, but willingness to pay more as the program's reputation grew.

A \$997 audio program became a \$15,000 group coaching container. The content didn't change. The delivery did.

What This Case Proves

When an audience already trusts you, they're not just buying your methodology — they're buying access to you. The audio program delivered the methodology. The group program delivered the person. Those are two different products at two very different price points, and they can coexist in the same business serving the same audience.

The outcome evidence here was visible before the launch. She had a program that worked, a list of people who had bought it, and a track record of results. That's all the proof needed to justify a premium offer. You don't need to build something new to move upmarket. You need to change what you're delivering around the thing you've already proven works.

What this case does not work for: programs where the transformation is content-dependent rather than relationship-dependent. If the value is entirely in the information, adding calls and a retreat doesn't justify a 15x price increase — buyers will see through it. The premium is earned when the coach's presence, judgment, and direct access are genuinely part of what produces the result. This client had built real trust with a real audience over real time. That trust was the asset. The audio program was just how it had been packaged until now.

Case Study 4: The LinkedIn Agency

From a Done-For-You Service to a \$1M+ Mastermind

The Asset

This client ran a done-for-you LinkedIn management agency — a real operation with a physical office, a team of people showing up every day and performing the daily work of LinkedIn outreach, content, and lead generation for clients who were paying to have

it handled. It worked. The agency had built a reputation substantial enough that its founder had become a Wall Street Journal bestselling author on the subject of connecting and building business through LinkedIn. The methodology was proven, documented, and generating consistent client results.

But the agency model had the same ceiling every done-for-you operation eventually hits. Revenue required bodies in seats. Growth required hiring. The work was real, the results were real, and the business was still fundamentally trading time — his team's time — for dollars. He had heard Sara could build a mastermind, and he came to her with exactly that ask.

What he didn't yet know was that he wasn't sitting on one asset. He was sitting on several. The agency had the proprietary LinkedIn methodology. He had the book. He had the lead magnet system he'd built for his own business. He had the content strategy, the authority positioning, the publishing path — everything he had done to become the person his clients were paying to emulate. All of it existed. None of it had been packaged together into a single deliverable for the business owner who wanted to do what he had done.

The Diagnostic

The agency's clients weren't just buying LinkedIn management. They were buying leads, visibility, and authority — and they were paying a premium to have someone else produce those outcomes for them daily. That meant two things were already true before Sara touched anything: these were business owners with money, and they were business owners with a specific and pressing problem LinkedIn was actively solving for them.

The diagnostic question wasn't whether demand existed. It was what happened next. LinkedIn was generating leads. Now what? The agency delivered the top of the funnel and stopped there. The mastermind would take those same clients — people already paying for LinkedIn results — and walk them through everything that came after: what to do with the leads, how to build a business that didn't require them to trade their own time for dollars, how to create educational materials, lead magnets, and leverage the way the founder himself had done it.

The mastermind also didn't cannibalize the agency. The clients who joined weren't canceling their done-for-you service — many continued it. The mastermind served a different and adjacent need, at a price point the agency's existing client base could

clearly afford. You already knew they had money. They were paying an agency every month to prove it.

The Conversion

This was a mastermind, not a group coaching program — and the distinction matters. Group coaching puts people at roughly the same level in a room together, all trying to uplevel. A mastermind requires that every person in the room has something to contribute to the others. These were vetted, successful business owners: someone running a successful sales company, someone running a mold remediation operation, a roofing company owner, a holistic health coach serving women through menopause, a doctor, etc. Different industries, different stages, different expertise — all of them contributing to each other's growth in ways a homogeneous group never could.

The format justified the price point. At \$20,000 to \$25,000 per year, the mastermind was priced against the peer access, the individual coaching, the in-person events, and the founder's methodology — not against the cost of producing the content. The content already existed. The price reflected what it was worth to be in that room.

To fill it, Sara and the founder hosted a live event and gave free tickets to the agency's existing client base. Sara spoke on stage. A sales team closed in the back of the room. The people in those seats already knew the founder's work, already trusted the methodology, and already had the financial capacity to say yes to a \$20,000 offer.

The Result

Year one: approximately 25 members at \$20,000. Year two: approximately 35 members at \$25,000 — a price increase the market absorbed without resistance, which is its own form of proof. Total revenue across both years exceeded \$1 million.

And it didn't stop there. After seeing what was possible when you stop looking at your assets as a service and start looking at them as a conversion opportunity, the founders took that same thinking and built a software product from the methodology. That's what happens when someone finally understands what they're actually sitting on.

Sara was present for all of it. She ran every weekly call, repackaged the content, hired and managed the individual coaches who worked with members on their specific businesses, and spoke on stage at both live events. The founder showed up four times

a year to the in-person retreats, walked to the whiteboard, and mapped things out. He was the hero of the room — the Wall Street Journal bestselling author whose methodology everyone had come to learn. Sara built and ran everything that made the room worth being in.

What This Case Proves

A done-for-you service is not just a revenue stream. It is a proof library. Every client result, every repeatable process, every system the team has refined across hundreds of engagements — all of it is an asset that exists independently of the service itself. The methodology that required an office full of people to deliver daily can also be taught, transferred, and leveraged inside a room of business owners who want to do what you've done.

This case also proves something about asset conversion that the others don't show as clearly: sometimes the asset isn't one thing. It's everything the founder has built in the course of becoming who they are — the book, the lead magnet system, the content strategy, the authority positioning, the publishing path. All of it went into the mastermind. All of it became part of a single deliverable for business owners who wanted to follow the same path. You don't always convert one asset. Sometimes you convert an entire body of work.

What this case does not work for: service businesses where the results depend entirely on the team's labor rather than a transferable methodology. If the value is in the execution and can't be extracted into a teachable system, there's nothing to convert. What Sara was assessing here was whether the founder could articulate not just what his team did, but why it worked — and whether that 'why' was something a business owner could learn, apply, and build on independently. It was. That's what made the mastermind possible.

The agency clients who joined didn't stop needing the service. They just finally had somewhere to go to continue to grow with what the service was producing for them.

What All Four Cases Have In Common

These are four completely different businesses. Different industries, different audiences, different price points, different formats. A supplement company. An

astrology brand. A health coach. A LinkedIn agency. No two of them look alike on the surface.

But underneath every one of them, the same thing was true.

Each business had already done the hard work. The asset existed. The audience existed. The proof existed. The market had already voted — with purchases, with attendance, with renewals, with results. Nobody in any of these four cases needed to build something new, find a new audience, or prove themselves in a new market. The work that justified the next revenue stream had already been done. It just hadn't been converted yet.

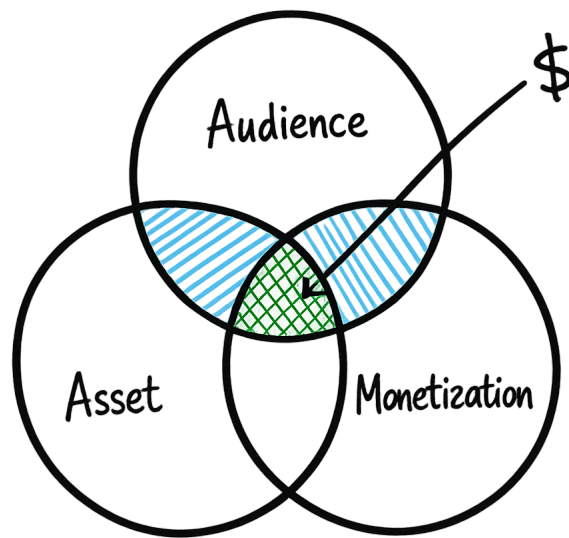
There are three things Sara looks for in every asset she evaluates — and they have to intersect.

The proven asset. Not an idea, not a plan, not something you've been meaning to build. Something that already exists, has already been delivered, and has already produced results. The work is done. The proof is there.

The buying audience. People who have already demonstrated they will open their wallets for what this business delivers. Not followers. Not subscribers. Buyers. The relationship between this business and its audience is already established and already monetized.

What the market will pay for. The conversion has to land in a format the audience recognizes as worth the price. Not what the owner wants to build. Not what's easiest to produce. What the specific audience in front of this specific asset has already shown they will pay for — and at what level.

The green zone in the middle — where all three overlap — is where the new revenue stream lives. Every one of the four cases in this document lives in that intersection, and Sara found it, created it, and generated additional revenue with it...all without creating something brand new from scratch.



Every one of these four businesses had something sitting in their portfolio that was already worth more than they were extracting from it. Not because they hadn't worked hard enough. Not because they lacked expertise. But because reading your own asset clearly — seeing what it actually is, what format it wants to become, and where it belongs in your business architecture — requires a perspective you can't have about your own work.

You're too close to it. You built it. You know what went into it. That knowledge is exactly what makes it hard to see what it could become.

The question isn't whether you have a convertible asset. If you have something that's already selling, you almost certainly do.

The question is whether you can see it, repackage it, and generate new revenue with it.