

# ENDS + STEMS SALES FUNNEL

Using Facebook ads and email series to nurture leads for Chef Alison's Stress Less Family Meals Course.



## AT A GLANCE

### Challenges

- Inconsistent brand voice down the funnel
- Multiple email calls-to-action creating confusion
- Low email open rates
- Limited course sales

### Outcomes

- Compelling course transformation for readers
- Clear call-to-action
- Consistent email engagement and conversions



"I have never worked with a copy writer before, so I was nervous. Emily was such a joy to speak with and I immediately got the sense that she understood what I was going for and why I was struggling to get there on my own. Everything was on time, clear expectations, easily presented. She exceeded my expectations AND within the first week of using her copy, my email open rates are going up."

**Alison Mountford**

Ends + Stems

## THE NEED

Chef Alison is an expert in family meal planning and food waste with 15+ years of experience as a personal chef and caterer. Today, she guides parents through mealtime to make dinner a stress-free moment of connection. Her course, Stress Less Family Meals, is the one-stop-shop for all her dinner tricks from grocery shopping to managing picky eaters.

## THE SOLUTION

Emily and Alison collaborated on the sales funnel for her course, using Facebook ads, lead magnets, and a robust email series to guide leads to purchase. The existing email series needed the most support, as it was lacking clear direction and brand voice and losing engagement over time.

Emily created a new two part e-mail series of 13 emails total. The new copy focused on clearly defined objectives, a consistent call-to-action, and compelling emotional appeals that established Chef Alison as a trusted resource.

## THE RESULTS

**63% average ↑ in open rates**

across the entire email series and sales funnel  
(after 5 weeks)