



CASE STUDY

How Kira Hug helped Rick Mulready earn **over \$355,000** in a single launch



I've worked with other copywriters before, but Kira's just on another level. Now I expect these numbers because I know how good she is ... and I know that I'm going to get that quality from her every time.

“ Rick Mulready
Founder, rickmulready.com

\$355,000

In launch sales

\$104

Earnings per lead

Industry

Content Marketing

Location

USA (Global)

Services Provided

Copywriting

including:

- Customer surveys and interviews
- New sales page
- Supporting email sequence
- Design reviews

The Client

Rick Mulready

Rick Mulready is an online marketing specialist with over 17 years of experience. His online seminars, coaching sessions, and The Art of Paid Traffic podcast teach business owners how to master online marketing without spending tons of time or money.

The Challenge

Launching a new program in a crowded market

Rick Mulready was launching The FB ADmanager, a brand new program for his audience of small to mid-sized business owners.

With so much on his plate, he lacked the time to create the sales assets he needed—but Rick’s audience had come to love his unique voice, and past copywriters had failed to capture it.

Rick needed a copywriter who could cut through the noise and convert leads, without losing his unique voice in the process.

He turned to Kira Hug, the copywriter who’d helped him net \$56 per lead for a profit of \$20,000 on an affiliate campaign.



“I’d worked with other copywriters prior to her but was never quite happy with how well they could grasp my voice in their writing.

I had a call with Kira, and 48 hours later she produced a perfect email from that one conversation. I was so impressed with how she nailed my voice.”

Solution

A copywriting chameleon who's always tuned in

First, Kira conducted extensive customer research, including an email survey and eight phone interviews.

To effectively target Rick's audience, Kira and Rick divided them into three unique segments, and Kira crafted sales pages and email sequences for each using the learnings from her research.

Kira then worked closely with the designer to hone the presentation of the copy for maximum results. And as the campaign progressed, Kira stayed involved.

She turned the questions asked during a kickoff webinar into an FAQ for the sales page, then turned her customer interviews into case studies that could complement the email sequence.

Finally, she used testimonials from post-event surveys to create follow-up emails for a future campaign.



"She was involved from start to finish, I was always able to text her and ask her a question... she was just very accessible.

I started asking for her advice on more and more elements, and would go to her for feedback."

The Result

\$355,000 in profit and time to spare

The Facebook ADmanager launch netted \$104 per lead – resulting in a sizeable profit of \$355,000.

Since working with Kira, Rick's campaigns have averaged 3,000 leads per project.

He estimates he has at least 30% more time to devote to other value-added tasks that grow his business.



"People get an email from me that she's written and they say that's the best email they've ever read.

And the best part is, I know that I'm going to get that quality from her every time. This launch blew away expectations in every way."



Get the full story

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Planning a launch? You're gonna need some **rocket fuel.**

Your product won't sell if you can't—that's where I come in.
Let's make sure your customers come along for the ride.

[HIRE KIRA HUG](#)