

Case Study: Finding More Time by Leveraging the Power of Evergreen Instructional Videos

Background

Lee Holden, a licensed acupuncturist and professional QiGong instructor, spent a large part of his career studying how subtle energies can heal the human body. His healing methodologies includes applying meditation practices toward lowering stress levels, deepening the breath, and promoting the body's natural healing. Lee takes great joy in teaching people everything he has learned for developing a healthier life.

How Do You Scale-Up Your Business and Have Time for Your Life?

No matter how much Lee enjoys leading patients through guided meditations, his limited availability had become a major struggling point. Lee's life was already split three ways:

- Being a loving father for three energetic children
- Running a successful healing center in Santa Cruz
- Going around the world to speak at conferences

While Lee wanted to do more to increase his income potential, he wasn't sure where he could find the extra time. Then Lee had a breakthrough – create an online course of guided meditations! An evergreen project like that could have major earning potential, and Lee knew it was the best option for his limited schedule.

Pairing Good Ideas with Skilled Professionals Always Equals Success

Lee possessed exceptional skills as a content producer. He has spent his career as a healer and an instructor, so he already had great demeanor, a dynamic personality, a pleasant voice, and he was approachable. All he needed was the right team to help him produce his online course.

Enter Stellar Platforms.

Working together with Lee, the team took his pre-recorded series of guided meditations and other MP3 files over to Stellar Platforms' production studios. From there, the team used the LMS platform of Summit Evergreen to build Lee an online course that met all his personal and professional needs.

Transforming Your Current Content into an Evergreen Goldmine

The amount of materials Lee had ready was incredible. It was enough to create several independent products. The Stellar Platforms team went through all of Lee's materials and organized his meditations into three categories that matched the "Three Treasures" of Taoism. After everything was separated, the team produced the following products:

- Jing - Five Elements Meditations
- Qi - Energy Healing Meditations
- Shen - Your Body of Light

Next, the team went over the needs of Lee's customers. They determined that if Lee gave people the option of either buying each product separately or buying them together at a discounted package price, Lee would experience better sales.

Cross-selling and upselling also became a major focus for the Stellar Platforms team. Thanks to the sophisticated tagging system on Summit Evergreen, the team was able to utilize the system's tools to increase the potential for multiple sales.

The team used this particular LMS platform, because the dashboard allows users to navigate through all of Lee's available meditations, encouraging more sales. Additionally, all the pages that the team designed for Lee were made to be highly responsive for easy tablet and mobile access.

Keeping everything connected to Lee's already existing website was vital to maintaining Lee's brand. To keep everything connected, the team simply created an education portal login from his website that redirected users to a subdomain.

Now, whenever customers want to buy or browse Lee's products, they simply login. This makes customers feel more secure in their purchases, and it gives Lee more control over the usability of his site and his connected online courses.