

# Case Study: Gaining Time By Leveraging Evergreen Tutorials

## *Background*

Cory Perol, 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. Perol 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 Perol enjoys leading patients through guided meditations, his limited availability had become a major struggling point. Perol' life was already split three ways:

- Being a pastor at his community church
- Running a successful spa and healing center in Arizona
- Going across the country to speak at conferences

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

## *Pairing Good Ideas with Skilled Professionals Always Equals Success*

Perol 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 GaleWind Marketing.

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

## *Transforming Your Current Content into an Evergreen Goldmine*

The amount of materials Perol had ready was incredible. It was enough to create several independent products. The GaleWind Marketing team went through all of Perol's materials and organized his meditations into three categories. After everything was separated, the team produced the following products:

- Circle - Five Self-talk Meditations
- Sunrise - Healing Energy Meditations
- Starshine – Build Your Body of Light

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

Cross-selling and upselling also became a major focus for the GaleWind Marketing team. Thanks to the sophisticated tagging system on School Evergreen, the team was able to use 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 Perol's available meditations, encouraging more sales. Additionally, all the pages that the team designed for Perol were made to be highly responsive for easy tablet and mobile access.

Keeping everything connected to Perol's already existing website was vital to maintaining Perol'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 Perol's products, they simply login. This makes customers feel more secure in their purchases, and it gives Perol more control over the usability of his site and his connected online courses.