
HIGH-TICKET COACHING CASE STUDY

**36x ROAS at \$10k/week
budget (scaling ad spend
from \$2k over six months)**

For A Real Estate Coaching Program

Presented by Joshua Chui

— BACKGROUND

The Client & The Problem

THE CLIENT

A realtor coach with his high ticket coaching program for real estate agents

THE PROBLEMS

01

Low workshop attendance despite consistent ad spend



02

Facebook flagging ads for non-compliance



— THE AUDIENCE

Before Building Anything: I Mapped the Psychology of the Target Audience

*They had already spent money on courses,
with nothing to show for it*

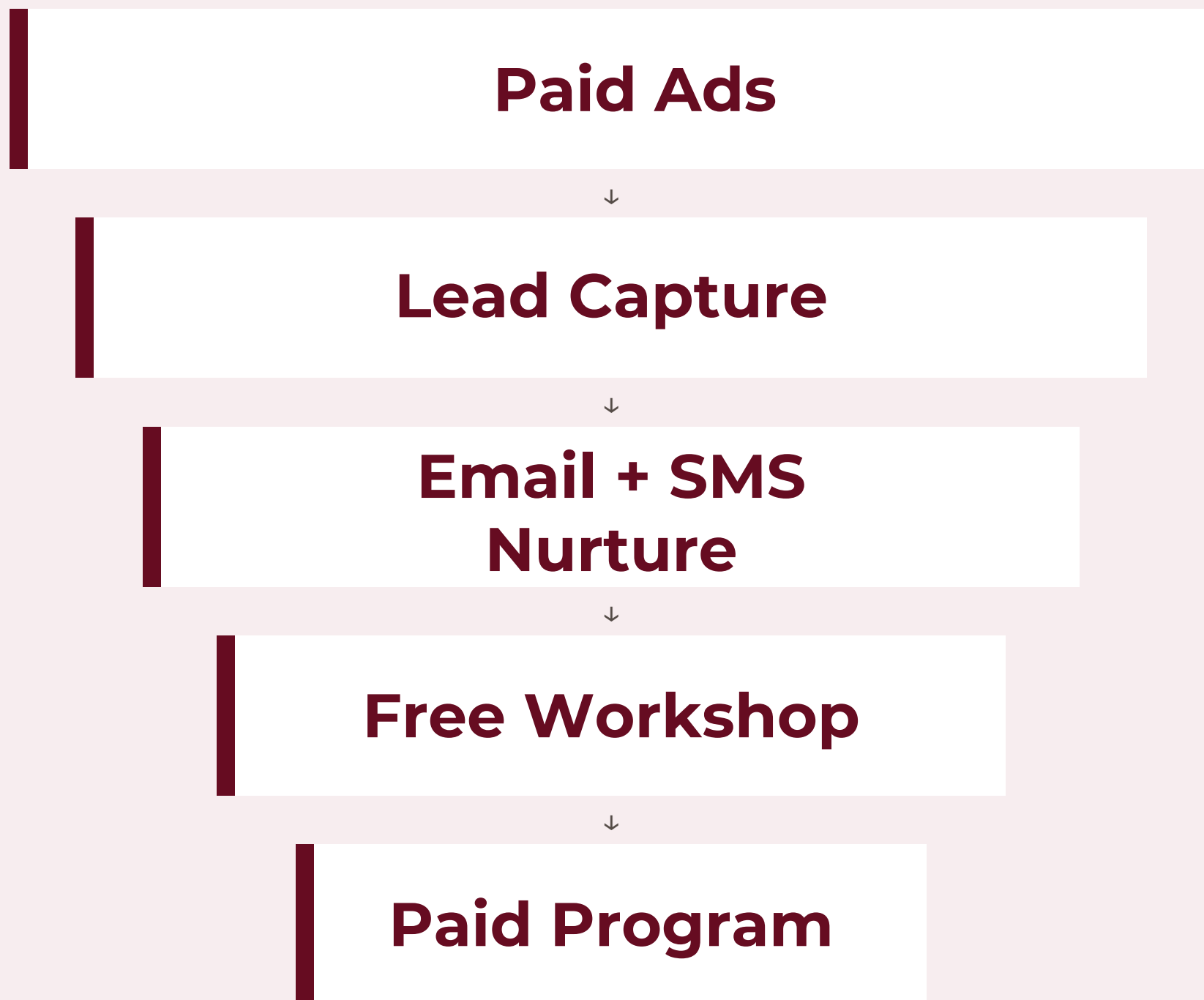
*They watched peers collect awards while they
struggled to close deals*

*They knew top agents had secrets, but no one
would reveal them*

Know the pain and desire before writing a single word of copy.

— WHAT HOLDS ROAS: THE SYSTEM

The Strategy: Full Funnel Overview



Five stages. Each one engineered.

— WHAT HOLDS ROAS: VALIDATION

Phase 1: Building the Foundation

1 Email Funnel

Pre-sell leads, build anticipation and remind attendees before the workshop

2 Automated SMS

Reduce no-shows with direct, timely reminders

3 Facebook Lead Ads

Validate demand before investing in a full landing page

Validate first. Scale second.

— WHAT HOLDS ROAS: CREATIVE VOLUME

Phase 2: Optimize & Scale

1 Lead Magnet Landing Page

Built a dedicated page for higher-intent traffic and better conversion

2 Video Content Production

Storyboarded, filmed and edited client videos for ads, landing page and emails

3 Living Social Proof

Added fresh testimonials weekly. Proof the funnel worked, built into the funnel itself

The creative was refreshed weekly, not set and forgotten.

— ANGLE: PAIN

The Pain Ad

Mirrors the audience's frustration.



Champs Realtor Academy SG

Written by Joshua Chui [?] · May 14 at 4:09 PM · 🌐

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Ever noticed how top producers never reveal their trade secrets to other agents? 😬

I remember when I was a new agent some years back...

I was full of fire 🔥🔥🔥

And there was nothing I wanted more than to become the top agent in my agency.

So I asked the top agents in my agency, "May I know how you did it?"

"Referrals"... "Referrals"... "Referrals"... "Referrals"...

Every single one of them said they got to the top through referrals.

It didn't take me long to realise that none of them wanted to reveal how they truly got to the top. 😬

— ANGLE: ORIGIN STORY

The Origin Story Ad

Builds trust with the audience



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Written by Joshua Chui [?] · May 14 at 4:09 PM · 🌐

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"After all the hardship we went through, I knew I had made my mother proud when I saw tears in her eyes..." 😭

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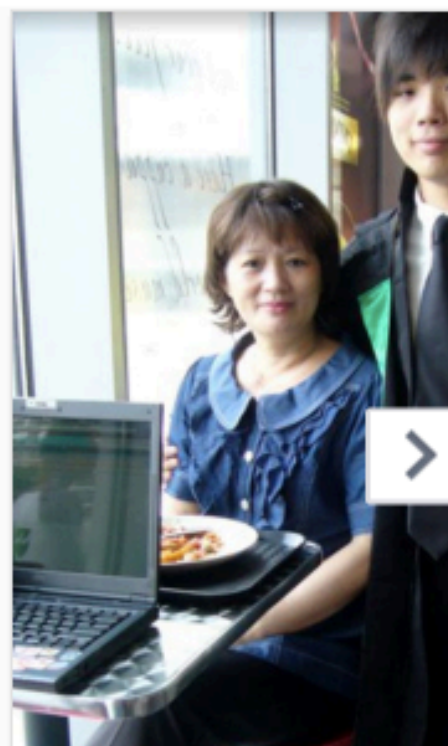
When I was growing up, our home was really bare.

We didn't have a TV or a sofa. 📺 🛋️



"I Grew Up In A Low Income Family..."

[Sign Up](#)



"... Barely passed my exams poly..."

— ANGLE: DIRECT OFFER

The Direct Ad

States the offer plainly. No warm-up.

**Champs Realtor Academy SG**

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Written by Joshua Chui [?] · May 14 at 4:09 PM ·

Hi, my name is Andrew Ho, Chief Trainer at Champs Realtor Academy.
And for years, I've been able to get walk-in appointments for FREE... 🤔
You heard me... I don't pay a cent for the leads I get.
Here's how I did it...

Free Workshop! Limited Spots!



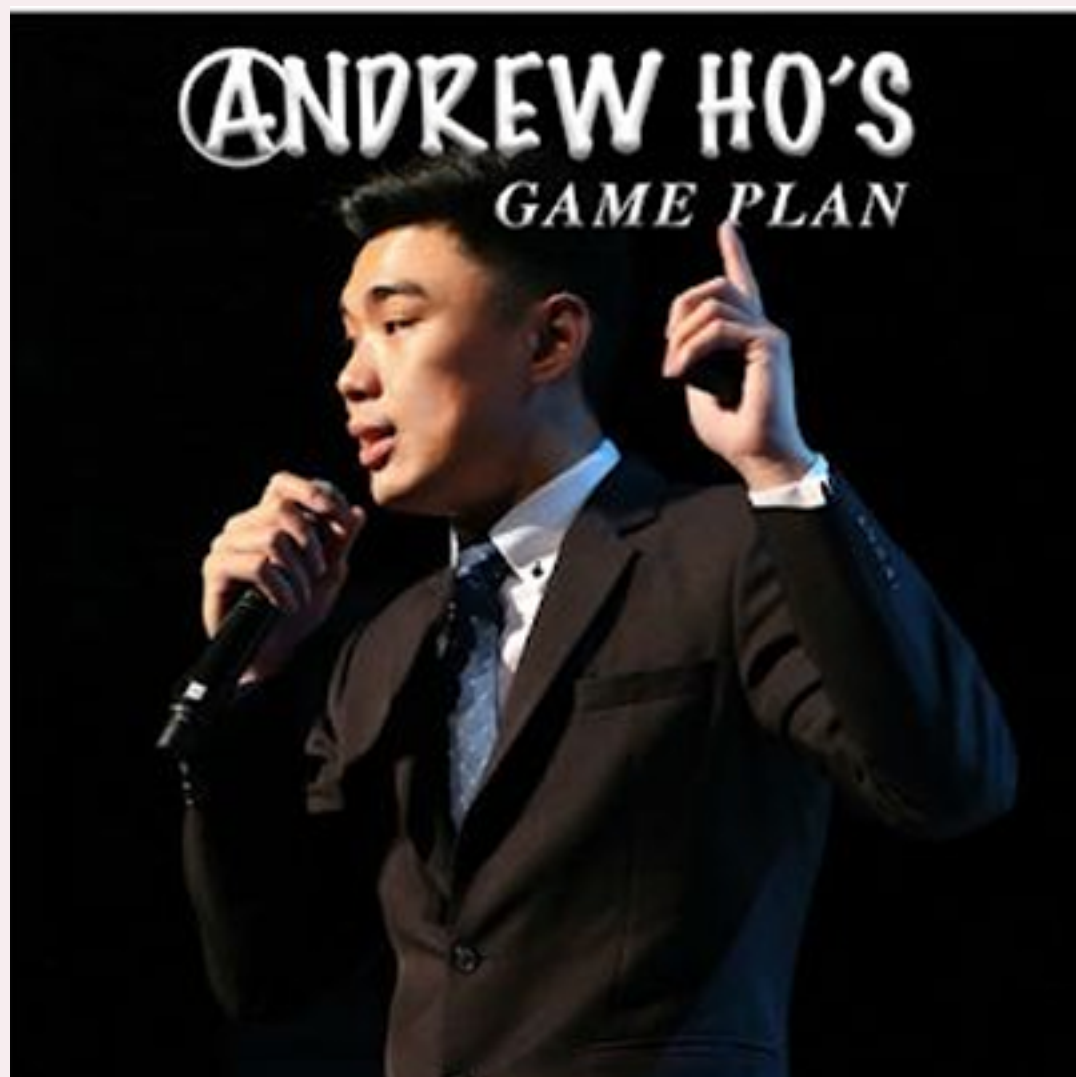
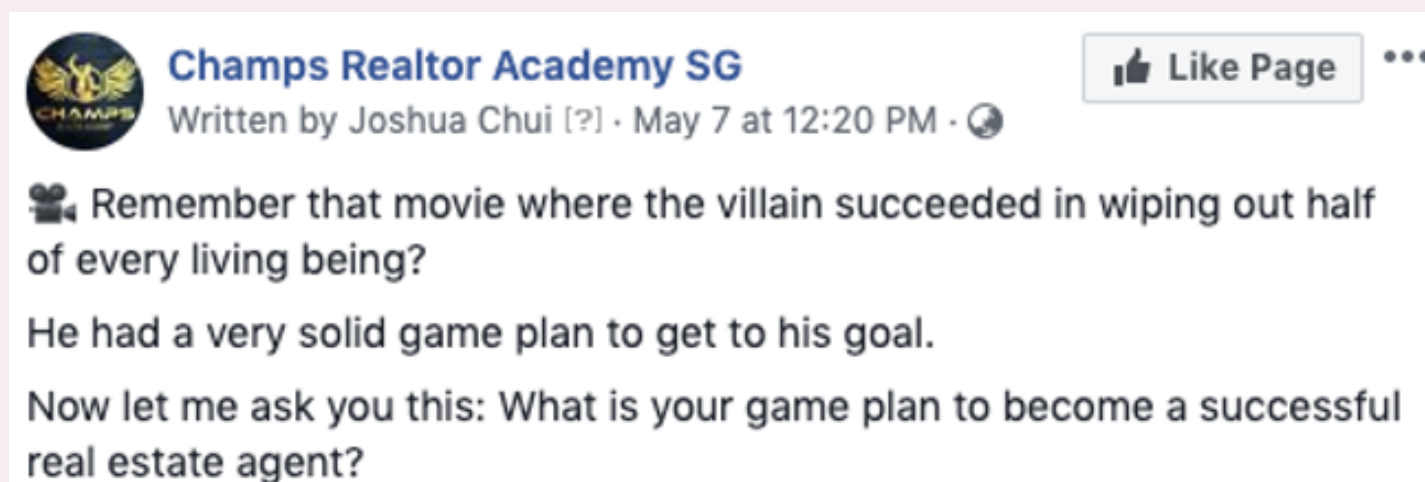
How You Can Get Walk-In Appointments For FREE!

Sign Up

— ANGLE: CULTURAL MOMENT

The Trending Topic Ad

Rides what people are talking about



— THE BEST RESULT

36x
ROAS

WHAT MADE IT WORK

**Audience
psychology first**

**Volume kept the
algorithm fed**

**Multi-angle
ad testing**

**Refreshed before
creative fatigue**