



# TINY OFFER

# CASE STUDY

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# Meet Tasha

**Business:** LADY BOSS STUDIO

**Audience:** Business Owners



## **BEFORE TINY OFFERS®**

She was working as a Graphic Designer and already had a high volume of organic traffic to her website through her blog and from Pinterest traffic. She was already selling thousands of pre-designed branding kits per year for \$29 each but when looking at conversions of their total organic traffic, the percentage wasn't as high as she wanted it to be.



## **AFTER TINY OFFERS®**

24 hours after launch: \$2,000 in sales from her Tiny Offer  
36 days after launch: \$20,000 in sales from her Tiny Offer  
From there, she quickly shifted to six figure months in gross sales for her business which lead her to rack up over \$1M in revenue just over one year after launching her Tiny Offer.



## **TASHA SAYS:**

*"It's been one year to the day that I purchased Tiny Offer Lab. We're on pace to have our first 1 million dollar year and a big part of that was you opening my eyes to the marketing side of things and what that could look like for my business. Just wanted to say thanks!"*

**TASHA DACOSTA**

LADY BOSS STUDIO

# Meet Diana

**Business: Decluttering + Systems**

**Audience: Busy Moms**

**Strategy: Wide, not deep = not a value ladder and there are multiple Tiny Offers vs. ascending customers into higher ticket offers.**



## **BEFORE TINY OFFERS®**

Diana came into The Offer Accelerator program with an established decluttering business for moms with a signature course.



## **AFTER TINY OFFERS®**

- Averaging \$1,000 per day in revenue
- Wants to keep that going and scale to at least \$30k months consistently and is launching additional Tiny Offers because her market is not a high-ticket offer audience, so the back-end offer is \$197 - \$297.



## **DIANA RENE SAYS:**

*"The conversion rate of the Tiny Offer buyers that go into my evergreen funnel after is way higher than normal. It typically converts 1% in the evergreen funnel and it's converting around 8% with my Tiny Offer buyers."*

## **DIANA RENE**

The Decluttered Mom

# Meet Kristie

Business: Fitness

Audience: Business Owners

Strategy: Monetize an existing social media following. Grow membership as much as possible.



## BEFORE TINY OFFERS®

Before launching her Tiny offer, Kristie's business was between \$10-12k a month. Her biggest obstacles were:

1. Exhausted from having to keep "re-launching" every month
2. No matter what she did, she wasn't scaling or growing. She felt stuck in the launch rut where she felt like she was repeating the same month of business over and over.



## AFTER TINY OFFERS®

Her first money win was the month she launched her Tiny Offer. She had earned back her investment in the program and was getting her time back. She didn't have to launch anything and easily busted through the \$12k glass ceiling she had been bumping up against every month prior.



## KRISTIE SAYS:

When asked what is the most different about life now:  
*"I have my time back - it's amazing. It's also so nice to not worry about sales, all I focus on now is impact."*

## KRISTIE BARKER

OWNER AND FOUNDER AT KRISTIE BARKER

# Meet Melissa

**Business:** Online Business Coach

**Audience:** She first launched her TO to work at home moms and more recently her audience is online service providers.



## **BEFORE TINY OFFERS®**

Melissa had million-dollar business aspirations from the beginning. Prior to working with Allie, she was running challenges and selling one on one work but hadn't reached the volume of people on her list to have big launches. She was using her free Facebook group to get clients.



## **AFTER TINY OFFERS®**

After her first high-ticket launch after growing her list through her Tiny Offer, she made \$60k in cash upfront sales and made over \$177k total through the payment plans. Most of the buyers were originally introduced to her because of her Tiny Offer and her Facebook ads.



## **MELISSA SAYS:**

*"About to cross over the 1 million YTD revenue. So excited. I will recommend YOU and your teaching and strategies to anyone who will listen."*

## **MELISSA RICKER**

Owner and Founder at Melissa Ricker

# Meet Nikki

**Business:** Brand Designer & Strategist

**Audience:** Business Owners



## **BEFORE TINY OFFERS®**

She was (and still is!) passionate about the identity piece of branding and when it can serve as a permission slip for women to go out and do their life's work with confidence. She was looking forward to having aligned clients come in through her Tiny Offer pipeline, supporting her 1:1 business and filling a mastermind with ideal & inspired women.



## **AFTER TINY OFFERS®**

Not only did she hit 6-figures in her business for the first time ever, she also (in only 7 weeks!):

- Gained over 3500 followers on Instagram
- Grew her email list by 2300 people
- Had the biggest month ever in her business

In 2019, her income was ~\$60k and in 2020 it was \$200k



## **NIKKI SAYS:**

*"My Tiny Offer funnel is over \$500k!"*

## **NIKKI ARENSMAN**

Founder + CEO at Nikki Arensman - Brand Designer & Strategist

# Meet Lindsey

**Business: Business Strategy**

**Audience: Business Owners**



## **BEFORE TINY OFFERS®**

Before launching her Tiny Offer, Lindsey had poured money into the 'Facebook ad money pit' only to not get anything out.



## **AFTER TINY OFFERS®**

After launching her Tiny Offer, she had two people (who came in through Facebook ads as Tiny Offer buyers) sign up for her Automation Powerhouse Program, which is a \$7500 program.



## **LINDSEY SAYS:**

*""Within just a few weeks of launching, my Tiny Offer has made about \$3,500 plus I sold two of my \$7500 program that came through cold traffic = almost \$19k in revenue! This is huge for my business and life, and I'm so grateful for Allie and this program. You need this program. Like 1000 times over, you need to do it.""*

## **LINDSEY ARDMORE**

OWNER AT LINDSEY ARDMORE

# Meet Jeri

Business: Yoga

Audience: Yoga teachers



## BEFORE TINY OFFERS®

I am currently doing all organic marketing and it takes too long and the amount of clients I get isn't consistent enough to make a sustainable income. I've tried ads, but was always taught to give free trials or webinars and just like you said in your webinar I only attracted people that wanted free stuff.



## AFTER TINY OFFERS®

After launching my Tiny Offer, I went from spinning her wheels to making \$150-\$300 net profit per day in passive income and converting a percentage of those customers into her higher ticket program.



## JERI SAYS:

*A little motivation to get your TO's up and going- I made \$1k from mine yesterday (yes, in 1 day).*

*In general, I'm making an average of \$150-300 net profit per day in passive income from my tiny offer. I love waking up in the morning to the notifications that I made money while I was sleeping. It's such a huge stress reliever to know that I am consistently making money and not always wondering when/if I will get another sale. But it gets even better! The best part is that people are signing up for my high ticket program! I've had more people sign up in the last 2 weeks than I've had in the last 3 months put together and I've spent half as much time marketing it.*

## JERI HARTLEY

Owner and Founder at Jeri Michelle

# Meet Kathrin

**Business:** Frauenbusiness

**Audience:** Business Owners  
Looking for More Visibility



## **BEFORE TINY OFFERS®**

Before Tiny Offers®, Kathrin was questioning why she wasn't selling more of her higher ticket coaching services, despite being one of the most experienced digital marketers and coaches in Germany.



## **AFTER TINY OFFERS®**

Kathrin is able to step into the authority her brand has been building for years. She's finally making sales every single day, and many of those buyers upgrade into her higher ticket levels.



## **KATHRIN SAYS**

*When I first launched my small offer I made \$15,000 just from my list and community. I'm pretty happy with that. I went on to sell an additional \$110K of my high-ticket coaching and mastermind from the buyers of my Tiny Offer.*

## **KATHRIN LUTY**

Frauenbusiness

# Meet Catherina

**Business:** Marketing & Mindset

**Audience:** Business Owners



## **BEFORE TINY OFFERS®**

Catherina was selling her time inside of her business and also selling physical products through e-commerce. She wanted to learn more about making passive income through selling digital products.



## **AFTER TINY OFFERS®**

Catherina has truly transformed her business. She recently closed over \$63K through discovery calls with buyers of her Tiny Offer. She can see how powerful the TO strategy is. She's sold 3200 courses (1850 main offers and the rest is bump/upsell/ other courses).



## **CATHERINA SAYS:**

*I'm so grateful I joined this program! I had no prior online course experience, no ads experience and now I have no doubt that I will be able to create and sell digital products for millions through the rest of my career.*

*I have reached a point where I have fully booked my high ticket programme in no time- so something is working.☑*

*At first glance- the passive income was the main objective - until I understood the game-changing strategy it really is.*

## **CATHERINA BOSERUP**

WORKS AT CATHERINA BOSERUP



# Meet Ellen

**Business:** Branding

**Audience:** Business Owners



## **BEFORE TINY OFFERS®**

Before Tiny Offers, Ellen was focused on content creation and outreach strategies to grow her course and digital product based business. She was doing well, but ready for a less hands-on strategy.



## **AFTER TINY OFFERS®**

Ellen believes that TOL completely changed the trajectory of her business.

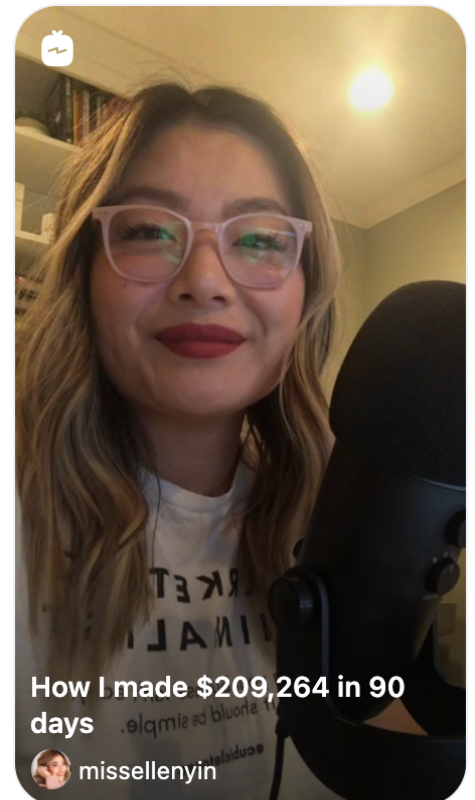


## **ELLEN SAYS:**

*"For over 10 years, we've been developing new technology for enterprises of all sizes. Our mission is to provide companies with cutting-edge products that enable employees to work better and smarter. "*

## **ELLEN YIN**

Ellen Yin Media LLC



Talked about you and the changes I made in the SLO funnel in this income report!

# Meet Amanda

Business: Branding

Audience: Business Owners



## BEFORE TINY OFFERS®

Amanda has always been able to sell high-ticket well, but she was ready for a consistent and profitable strategy to help her attract well-qualified dream clients.



## AFTER TINY OFFERS®

Amanda's Tiny Offer® sells all day, bringing in ideal clients ready to have a sales conversation and ascend to the next level of Amanda's offer. She's able to keep nurturing buyers and downsell them into other offers as well.



## AMANDA SAYS:

*Working with Allie helped me create a system where my company's ad spend is covered by customers, we're booked solid with sales calls automatically and we're getting autowebinar sales! We've even had more people showing up to our livestreams just because they see our ad for the tiny offer! Our Tiny Offer alone has made us over \$16k with at least an additional \$30k and counting from high ticket upsells directly linked to the Tiny Offer funnel. Totally worth purchasing and implementing! We can't wait to create the next one!*

**AMANDA ABELLA**

MAKE MONEY YOUR HONEY



# Hi, I'm Allie!

**Business: Marketing**

**Audience: Business Owners**

**THE TINY OFFER SYSTEM MADE  
\$751K IN JUST 17 MONTHS**

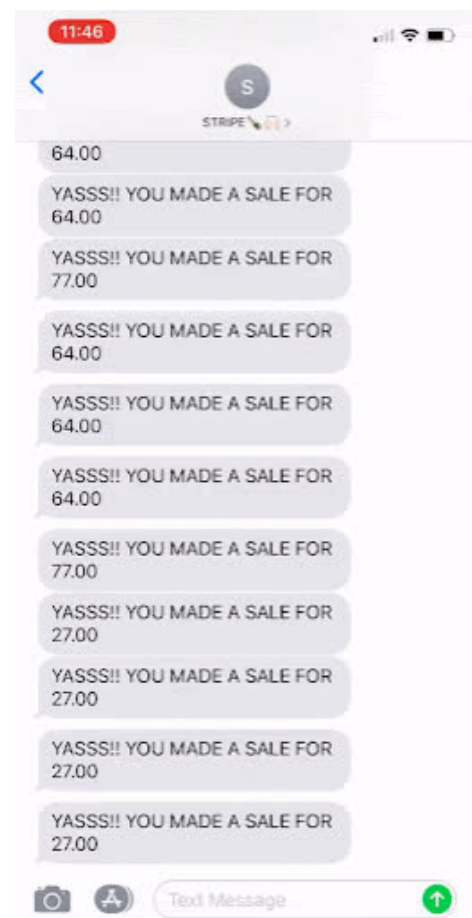
And has totaled \$3.5M+ in revenue  
for my business

This process was completely life  
and reality altering for me.

I was able to pay off ALL of my  
business and personal debts  
including BOTH my and my  
husband's student loans. We paid  
off my vehicle, took vacations AND  
we bought two investment  
property.

We're living a life of FREEDOM  
now.

**I help online business owners to launch and scale businesses that  
allow them complete freedom, with time-leveraged business  
models and absolutely ZERO ceilings on their income.**



# Ready To Become a Passive Income Powerhouse?

Are you ready for predictable success?

Welcome to the most comprehensive digital marketing, funnels, and advertising program available on the market - perfect for thought leaders, experts, and coaches.

If you're ready for it to finally all come together so that you can scale your business your way, you're in the right place.

Your success story (and future testimonial on this page) is waiting for you - you just have to take intentional steps in the right direction, and I'm here to walk with you down that path.

It's time for you to put on your "funnel vision" glasses and double down on what's working - RIGHT NOW.

And the truth is... it's a lot more simple than you realize.

To apply to work with me & my team, go here:

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