

MJ's Hypnotherapy

Hypnotherapy & Mindset Consulting · Meta Ads · Appointment Setting · Funnel Build

£59,000 0	14	7 Days	£0
Revenue — Week 1	Meetings Booked	Launch to Revenue	Prior Ad Spend

THE CHALLENGE

MJ's Hypnotherapy was launching from zero — no audience, no email list, no social proof, and a service many buyers consider unconventional. The goal was to generate credible, paying clients fast enough to validate the model before runway ran out. Speed and precision were non-negotiable.

OUR APPROACH

01 Launch-Ready Funnel

Before a penny was spent on ads, we built a conversion-optimised landing page around a clear transformation mechanism, beta-client social proof, and a direct CTA to book a complimentary discovery session.

02 Warm-Audience Week One

The first week targeted warm audiences only — MJ's network, followers, and engagement lookalikes — keeping CPCs low and conversion intent high while banking proof to fuel cold campaigns in week two.

03 Pre-Qualifying Lead Flow

Curiosity-led Facebook and Instagram ads drove traffic to a 3-question pre-qualification form. Only prospects meeting intent and budget criteria received the calendar link.

04 14 Meetings in 7 Days

Speed-to-lead automation fired within 5 minutes of every submission — personalised SMS and email with booking link — producing 14 discovery calls in the launch week and closing £59k before week two began.

THE RESULTS

£59,000	Revenue Generated
7 Days (Launch Week)	Timeframe
14	Discovery Calls Booked

Pre-Revenue

Business Stage at Launch

Meta — Facebook & Instagram

Ad Channels

"The team helped me bring in 14 meetings after only 1 week of running ads. I had never run paid ads before and was completely blown away by how fast it worked."

— MJ — Founder, MJ's Hypnotherapy

Ready to build your lead machine?

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