

3 IDEAS FROM

\$10KVA[®], the course that earned \$100K in 12 months

Kathleen Celmins
Owner



Verizon

9:17 AM

100%

[← Messages](#)

Kayla

[Details](#)

I just ran the numbers.

yeah?

We made \$101,000
online last year.

YES! I told you we'd get
there. I'm so proud of
you!



meet **Kayla.**

Kayla Sloan was a virtual assistant before most people had heard of the term. She became known as the go-to person for VA work.



Soon, she started getting approached by people who wanted to learn how to do what she'd accomplished.

So she
created **a**
digital course.

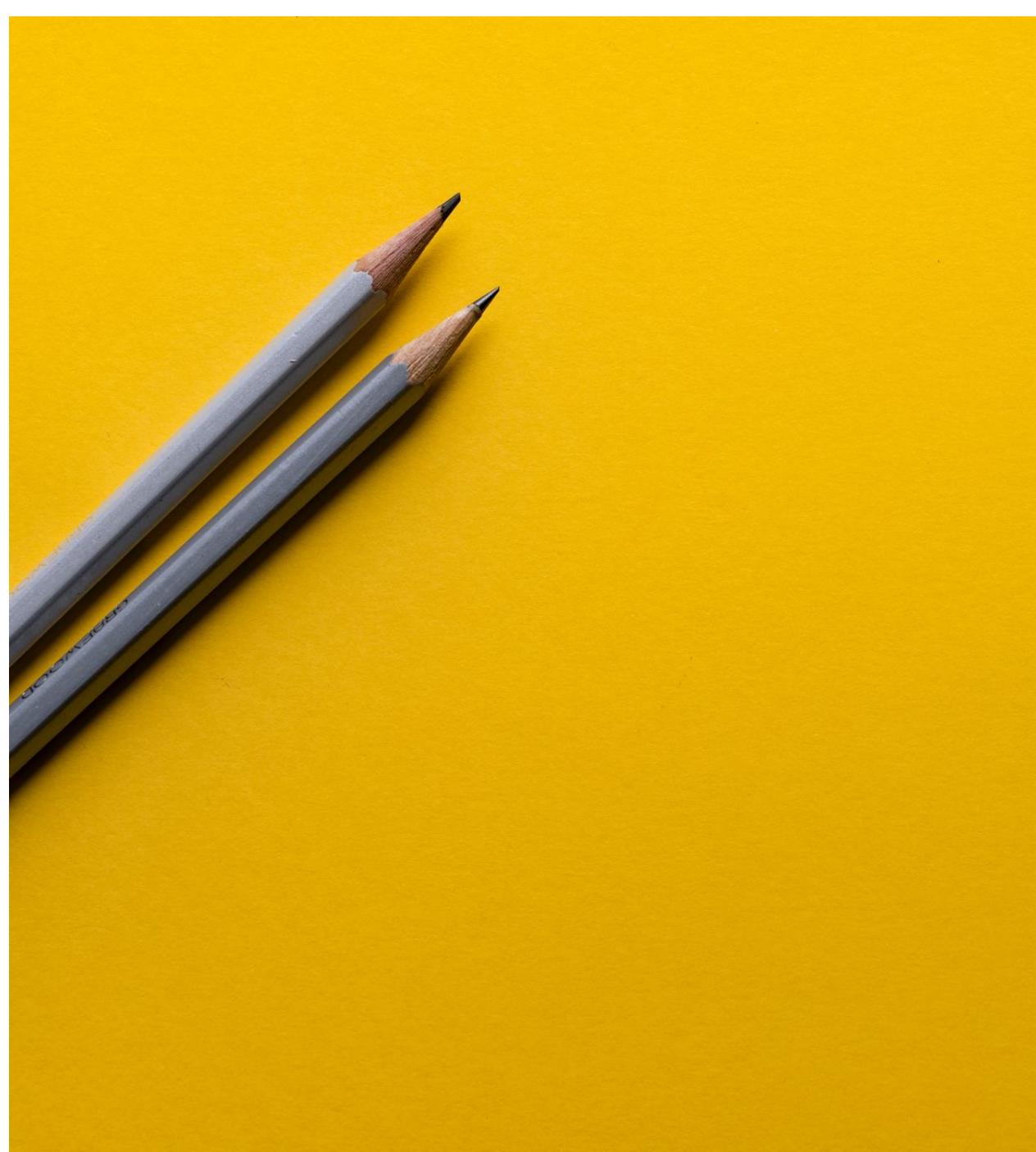
\$10KVA



**In that course, she teaches
people **how to make a
consistent \$10,000 per
month** as a virtual assistant.**

**After she finished
creating the course,
people started
finding it.**

She earned \$25,000 in her first year without
even linking to the course from her home
page!



**She came to me and asked
how I could help her scale.**

Together, could we turn her \$25,000 into \$100,000?

We did. Here's how.

**Step 1. Lean into
Kayla's strengths.**

Kayla is EXCELLENT on camera.



She's confident, relatable, genuine, and has a lot of authority.

So hers is the kind of voice and face we want to have doing more videos, more workshops, more webinars.

Get her in front of a crowd!



I created a webinar for her.

There are about a million different ways you can run a webinar. But the best way to be effective is to control your variables.

We treated it like a **science experiment.**

- Same presentation
- Live
- Three different times in a week
- **for a year**



She was **sick of every
slide** in that webinar
by the end of the year.

But she was able to do what so many entrepreneurs fail to do, and ignore the allure of something shiny and new. Instead, she **got really good at her messaging and more confident selling from the stage.**

**By repeating the same webinar,
we were able to make different
tweaks without messing
with her stage presence.**

We tested different days of the week, different hours of the day. We tested different types of creative, different language for the paid traffic.

One week per month was “webinar week.”

We didn't ever come up with a conclusion about the **best** day/time combination, but what I found interesting was that the months where we offered three days and times got more overall sign ups than the months where we offered only two.

My advice?

Start working on your webinar.

**Run it every month for a
year. Send paid traffic to it.**

**Then, when you're ready to
add something new... move
onto the next thing we did.**



I found an easy-to-fill revenue gap that she hadn't seen.

Her flagship product, \$10KVA, taught people how to create a business by leveraging the skills they already had.

Could we create something for the other side of that exchange?



**We brainstormed
about people hiring
virtual assistants for
the first time. **Then
we built an offer for
them.****

By shifting the audience, we found her **high-ticket offer**.



Often, the piece digital creators are missing is a high-ticket offer.

**By pivoting who you're serving,
you can charge more,
and deliver more value.**

Without having to create a new course.



**Finally, we implemented
a robust affiliate system.**

**Affiliate marketing can be really
lucrative for digital creators.**

Especially ones as well-connected and dialed in as Kayla.

But we didn't add this at first.

We waited a couple of months for the other two pieces to fall into place. Because we knew that we wanted to be able to focus fully on making it **as easy as possible** for Kayla's friends to promote \$10KVA. And that could only happen when everything else was essentially on autopilot.

**Creating a robust system
for affiliates is more
than just the technical
implementation details.**

**Those three steps
created \$100,000 in
revenue in the first year.**

The great thing about establishing a system like this is that it's a lot of work for a short period of time that pays off for months.

In fact, the vast majority of our heads-down work came in the first three months.

**Now, it's an asset
that earns money.**

**If you want help turning
your digital product
into **actual passive**
income, we should talk.**

kathleenceamins.com/calendar