

INTERVIEW VALET

CASE STUDY: PRODUCT LAUNCH

PETE VARGAS

Owner of Advance Your Reach

Advance Your Reach (AVR) goal is to impact 1 billion people through 1 million stages by 2027. They do this through online speaker training, live multiday events, workshops, and 1 on 1 training.

GOAL

As AVR planned to launch its first major online high ticket course in the Fall of 2018, they wanted to tap into new audiences and influencers. Their Founder understood and dominated physical stages. They wanted a partner that understood digital stages — podcasts.

Goals included:

- Establishing relationships with new influencers and potential affiliates.
- Drive sign-ups in a day-long launch party.
- Sales of the online course over a fixed period (offering was not evergreen)

ADVANCE YOUR
REACH

“put as little effort and energy from me and my team as possible” Pete Vargas

RESULTS

To meet these goals a “lightning strike” strategy was executed. All preparation, marketing material, training, and identification of ideal shows was completed within 7 days so pitching could begin.

In the two months leading up to the launch of the high ticket online course, Pete was featured on over 30 leading podcasts including:



“they’ve put me on some incredible podcasts.” Pete Vargas

These appearances spawned numerous successful affiliate opportunities with hosts.

The interviews helped drive thousands of launch event signups and built their email list. These were HOT leads. People arrived educated and excited to engage after hearing Pete for 30 to 45 minutes on a podcast.

Because of the great podcast interview experience, Pete went on to launch his own podcast, **INSIDE THE GREEN ROOM**



Pete Vargas, Owner of Advance Your Reach

Their process is amazing and they're doing most of the heavy lifting. It's been incredible working with Tom and the entire team. They onboard you properly and take incredible care of you. It's like a concierge service. They freed my team up to work on other things, which is beautiful!