

## CASE STUDY

# An AI powered lead magnet automates lead nurturing at scale for Rise & Shine Academy

## INTRODUCTION

We'd been working with our client, The Rise & Shine Academy (RASA), to help develop their lead generation and nurturing processes as they scaled their business. As they built greater lead volume, their most powerful lead magnet became problematic as it was manual and time consuming to administer.

This case study is the story of how we fully automated lead capture with a world class tool that provides unique, industry leading value to RASA prospects, thereby positioning RASA as a trusted authority in their field whilst providing actionable sales intelligence and insights about prospects in their funnel.

## AT A GLANCE



Time consuming manual process becomes fully automated, freeing owners up to deliver nearly £1,000 of additional work a month



Saves around 1 hour of manual work per prospect in their pipeline



AI integration enables customised report generation, delivering unique value to prospects



Real time insights provided to prospect and to Rise & Shine Academy



Fully branded, flagship sales asset reveals the identity of Rise & Shine's highest intent prospects



## CONTACT US

Your contact for further information is:

Gary Carter

07971 684 983

[gary.carter@carterloxworth.com](mailto:gary.carter@carterloxworth.com)

[www.carterloxworth.com](http://www.carterloxworth.com)



## BACKGROUND

The Rise & Shine Academy, run by Bertie and Philippa, are coaches with a mission to guide and revolutionise the personal and professional journey of their clients.

Their clients are Soul-led entrepreneurs and practitioners in healing disciplines. Bertie and Philippa provide expert coaching guidance, enabling profound life-changing transformations, sustainable prosperous businesses and enduring impacts on their clients' lives and ventures.

Part of their customer journey for onboarding new clients is offering a free 'Superconscious Alignment Strategy Profile' for prospects. The **Superconscious Alignment Strategy Profile** acts as a powerful Soul roadmap, offering clarity, strength and actionable steps to help the prospect shift from energetic misalignment to alignment.

The Superconscious Alignment Strategy Profile ([see it here](https://www.heretoshine.co.uk/)) is a classic example of a lead magnet; it provides unique value to high intent prospects in return for the prospects data and their signal that they could be ready to buy.

<https://www.heretoshine.co.uk/>

## CURRENT SITUATION

Bertie and Philippa have created Superconscious Alignment Strategy Profiles for clients manually before now. This worked fine on a small scale **but as the process was manual and time consuming, it was not scalable.**

The manual process would take Bertie and Philippa 30 minutes to an hour for each prospect and would also mean there was a delay getting the Superconscious Alignment Strategy Profile to the prospect.

As part of a wider marketing and lead generation programme that Rise & Shine Academy were already doing with Carter Loxworth, Bertie and Philippa wanted to make the Superconscious Alignment Strategy Profile central to their sales conversion process and turn it into a flagship sales asset.

## THE CHALLENGE

RASA, like many coaching brands, struggled with the classic problem: Visitors come to the website but they don't book, message, or leave a trace. They needed a way to:

- Offer tangible value upfront.
- Convert cold visitors into warm, sales-qualified leads.
- Stand out with an offer that felt personalised, premium, and worth engaging with.

## KEY FEATURES



Guided multi-step form to capture client insights



AI-generated strategy summary based on client responses



Instant brand-aligned PDF report; styled, structured, and actionable



Lead capture insights delivered in real time

**Get free bespoke lead magnet ideas**

## OUR SOLUTION: A FULLY AUTOMATED LEAD CAPTURE SYSTEM THAT RUNS ON AUTO-PILOT

We designed and built a Superconscious Strategy Profile Generator, a fully automated bespoke, fully branded web application.

The tool is a high-converting lead magnet; a beautifully designed, AI-powered strategy profiling tool that fully replaces the legacy manual and time consuming process. It turns anonymous website browsers into engaged, high-intent prospects. It delivers instant value, transforming passive interest into measurable engagement.

The solution is a prime example of how tailored digital tools can replace static and generic contact forms and manual processes, dramatically increasing conversion rates at the bottom of the funnel and reducing repetitive manual work. **The tool began identifying qualified leads within the first week following go-live.**

With no hosting or maintenance costs, the only cost of running the solution is data consumed over the AI API; approximately £0.11 per prospect.

## WHY THIS WORKS

Custom lead magnets like this one:

- **Build trust fast:** Offering immediate, tangible results, it positions the brand as trustworthy and expert.
- **Gather rich insights:** instead of just a name/email, you get context about what each prospect needs.
- **Increase marketing spend ROI:** replacing generic CTAs with value-based tools boosts conversion rates.
- **Warm the lead:** when the prospect follows up, they are already educated and primed to buy.

## THE CLIENT VIEW

Working with Gary to create our AI-powered lead magnet tool has been effortless and game-changing for us.

His attention to detail, deep insight and ability to capture our brand voice have exceeded all expectations. A non-negotiable for us was these AI-generated profiles had to match the quality, humanity and personal connection of our manually created ones. He delivered exactly that, ensuring the personalisation, brand integrity and emotional resonance that are vital to us and our audience.

The impact of this flagship lead magnet was strong; it's integrated into our funnel as a **high-value entry point that takes prospects from cold to sold**, while giving them a genuinely worthwhile and supportive first experience of our work.

The tool **saves us an extraordinary amount of time and money**. What was a slow, manual process is now delivered **instantly at scale**, with no compromise on quality. The scope for reach and growth is now limitless and early feedback confirms we're offering something truly valued and unique.

Thanks to Gary's expertise, we have a scalable, **conversion-driving asset** at the heart of our sales process that supports our mission and serves our audience with integrity.



## CUSTOMISED LEAD MAGNETS FOR YOUR BUSINESS

If your website gets traffic but not enough sales conversions or the results of your social media campaigns don't justify your ad spend, you need our automated lead magnets.

We're offering affordable bespoke lead magnet development as a premium service to:

- Consultants & coaches
- Boutique brands
- SMEs
- Service-based companies

Whatever your business and lead generation and sales conversion objectives, **we turn anonymous website visitors into hot leads and client value into high intent.**

## NEXT



Get instant tailored ideas for lead magnets that could transform your sales process.



Talk to us about lead magnet ideas and impact for your business

“ We now have a scalable, automated lead generation process at the heart of our sales & marketing that doesn't drain all our time and serves our audience with integrity. ”

*Bertie & Philippa, The Rise & Shine Academy*