

## OVERVIEW

We understand that the role of being a parent can be both a humbling and intimidating experience in raising another human being in this world. This parenting experience can also be especially challenging when a child is growing up with ADD/ADHD.

As a company that believes in people being the magic ingredient to success, No Typical Moments was excited to partner with an organization that offers parents of ADD/ADHD children an alternative method for peace and progress in their family life.

“ImpactADHD is a community of parents with similar circumstances who come together to support each other and learn how to take a coach-approach to raising your kids. Being part of a community that includes compassionate coaches helps us all stay the course, set limits, try new things, find acceptance, change our habits, laugh instead of cry, understand instead of yell. Thrive instead of just survive.”

In partnership, NTM helped ImpactADHD facilitate their best launch in the five-year history of the company for their online course with live instruction - Sanity School Live. This contributed north of \$50,000 in gross revenue, by diversifying revenue streams to focusing on selling their online products and building a system around lead generation, prospecting, selling and delivering. As a result, a new path to scalability was created and the best launch in ImpactADHD’s five-year history as a company was celebrated.

Simply put, they hired No Typical Moments as part of their growth plan to manifest their vision of serving more parents that need assistance.

Through NTM’s creation of Facebook Ads (copy, graphics, landing pages and lead magnets), funnel architecture, strategy, and benchmarking, multi-tiered dynamic email sequences, webinar scripts and PPT - the following statistics resulted from this 11 day lead generation campaign in April 2016:

## STATS

### CAMPAIGN

- Impressions: 57,139
- Reach: 37,152
- Clicks: 2,597
- CTR: 4.55%
- Link Clicks: 1,415
- Leads: 453
- CPL: \$0.66
- CPC: \$0.12
- CPM: \$5.23
- Amount Spent: \$298.71

### SALES

- Total Revenue Generated = \$50,000+ Cost
- Per Click (CPC) = \$0.11
- Earnings Per Click (EPC) = \$0.42
- Customer Acquisition Costs (CAC) = \$17 (prior to NTM, CAC was \$55)

Overall, NTM was honored to partner with ImpactADHD to expand this heart-led company's influence to challenge the overall education of the market. Most of the marketing messages were designed to educate prospects on why their coaching program and community works, for parents who are seeking alternative "parent management techniques" instead of common prescription medications.

ImpactADHD parents who have completed the course shared their gratitude for building their confidence in parenting and advocating, from the lessons that they learn in Sanity School Live. Handling challenging situations, roadblocks, and meltdowns become easier to navigate with their children.

## LEAD GEN EXAMPLES

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Hey Parents:  
 Want to know how to get your child to do their homework, clean up their room, or get out of bed in the morning - WITHOUT the inevitable screaming match or meltdowns?  
 This guide will give you the tools you need to start restore peace in your home.... [See More](#)



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Moms of kids who have ADD/ADHD, Anxiety, LD (and more) know they need a unique way to handle the day-to-day battles with their children. That's why we've created The Parents' Guide to Motivating Your Complex Kid.  
 Click below to grab your free copy PLUS our Top 7 Tips For Motivation.



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 TRUTH TIME MOMS: How many of you have said this in the last week? day? hour?  
 (trust us, our hands are raised right now, too)... [See More](#)



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