

# From 13% to 21% Live Booking Rate. One Webinar Rewrite. Zero Bro Marketing.

*How MD Can Help stopped screaming at a wall and started speaking the language their female audience actually responds to.*

**13% → 21%**

Live Booking Rate

**3-4x → 6x+**

ROAS

**Record Calls  
Booked**

Engagement

**What's the ONE thing you most want to fix or figure out on this call?**

If we can tweak the webinar and get live booking rate above 15% (it's fluttered between 10 and 13%) that would be a huge roi

Before working together



**21% live booking**

After working together

## The Client

MD Can Help is a family-run coaching business that serves burned-out women in medicine. Dr. Gail Gazelle, who experienced burnout firsthand, has spent 15 years coaching physicians through it. She's worked with over 700 doctors one-on-one. Her son Daavi Gazelle runs sales and marketing as Chief Revenue Officer. Today, the company has 15 coaches working under Dr. Gazelle, coaching nurse practitioners and doctors across the country.

Their audience is almost entirely female. Their product is proven. Their coaches are world-class. But their marketing? It was built by men, for how men buy.

## The Problem

When Daavi first reached out, MD Can Help's webinar live booking rate was sitting at 13% and change. Not terrible on paper. But for a company with this caliber of product and this depth of expertise, it should have been much higher.

The real issue wasn't the product. It was the pitch.

Every piece of marketing the business had was written by a man. The webinar script leaned heavy on pain-point agitation. "What happens if nothing changes? What happens if things stay the same? You're letting your kids down. You're not being the mom you could be."

Classic bro marketing playbook. And it was falling flat.

*"It really felt like we were screaming at a wall, talking to an ether, speaking in a different language."*

— Daavi Gazelle, CRO, MD Can Help

In Daavi's words: they were making the same points over and over again, using fear and guilt as the primary motivators, and watching zero bookings come in. The disconnect was loud. They just couldn't pinpoint what was causing it.

Then Daavi found me.

## The Light Bulb Moment

Daavi started reading my tweets about female buyer psychology and realized something uncomfortable: everything described as "bro marketing" was exactly what MD Can Help was doing. To a T.

He pumped a few of those tweets into ChatGPT, ran them against the existing webinar script, and the diagnosis was clear. The entire funnel was built on male buying psychology. Countdown timers. Pain agitation. Guilt as a conversion lever. The kind of tactics that trigger a threat response in female buyers rather than building the trust and safety they need before making a decision.

That's when Daavi decided to work with me directly because he needed someone who understood the nuances and who's been in the trenches.

## What We Did

Together with Daavi and his business partner Marc, I audited the existing webinar and rebuilt the pitch through the lens of female buyer psychology. This wasn't a surface-level copy tweak. It was a fundamental shift in how the webinar communicated with its audience.

The core changes centered on replacing fear-based tactics with trust-based messaging. Instead of hammering pain points and guilt, the revised webinar focused on creating safety, building social proof that reflected the audience's identity, and giving women explicit permission to want something different for themselves.

Because here's what most marketers miss about women: they're not just evaluating whether your product works. They're evaluating whether it's safe to even want it in the first place.

## The Results

The very next webinar after implementing the changes:

Metric	Before	After
Live Booking Rate	13%	21%
ROAS	3-4x	6x+
Call Volume	Standard	Record High

A 62% increase in live booking rate. ROAS nearly doubled. And more calls booked than they'd ever seen before. All from one webinar rewrite grounded in how women actually make purchasing decisions.

## The Biggest Takeaway

*"The level at which women are trying to identify if buying something is safe, and really baking that into my decision-making process... having that safety come from social proof. Are other women like her making these decisions? And is it safe for them to even want it in the first place, giving them permission to want things, to be different than they actually are, was a big lesson."*

— Daavi Gazelle, CRO, MD Can Help

Safety. Permission. Identity. Three things that don't show up in most marketing playbooks but drive nearly every purchasing decision a woman makes. When MD Can Help stopped trying to scare women into buying and started making it safe for them to say yes, everything changed.

## What's Next

MD Can Help has retained me on an ongoing basis for copy, strategy, and continued optimization across their marketing. The webinar was just the beginning.

*"If you're a man and you're marketing to women, whether it's supplements, e-com, info, Lina is an expert, will uncover a million things that you're doing wrong and help you pick one or two. She also, to her credit, gave us a lot of praise and a big breakdown of things that are going well on our offer, too. She's great. Would highly recommend working with her."*

— Daavi Gazelle, CRO, MD Can Help

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### THE OVARY OFFICE

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