



## VIP Days by Lisa Kirschner

*“Those who have learned to collaborate and improvise most effectively have prevailed.”*

-Charles Darwin

### What is a VIP Day?

A VIP Day is an intensive, collaborative session that will help you put together a more effective marketing plan and gain a better understanding of what’s really important for your business.

### Where do VIP Days take place?

VIP Days take place online via a web conferencing tool or at the Flair Interactive office in the Chicago area (USA).

### Who will I meet with on my VIP Day?

VIP Days are facilitated by Lisa Kirschner, Flair’s founder and managing director. You can learn more about Lisa at <http://www.flairinteractive.com/about-lisa-kirschner>.

### How long does a VIP Day last?

Each VIP Day lasts 3-4 hours including breaks. If you’d like, you can break your VIP Day into two different two-hour sessions on separate days. Keep in mind that the length of your session will be dependent upon a number of factors, including how many people attend, how complex your business is, whether you’ve been doing any marketing and how much, and other factors.

## What is the format of a VIP Day?

We'll combine informal discovery sessions with facilitator-led instruction and hands-on training. The general schedule for your VIP Day will be as follows:

### **9:00 – 9:45 Discovery**

In this session, we'll discuss your current marketing strategy (if any), as well as your current marketing tactics, the size of your team, benchmark metrics and analytics if available, and your current marketing goals. Don't worry if you don't have all of this information or if you're a team of one. We just need to better understand where you're at from a marketing perspective at this point.

*What You Receive:*

Completed Marketing Assessment  
Marketing Persona Template

### **9:45 – 10:15 Web Site Evaluation**

In this session, we'll share specific recommendations for ways you can improve your web site in order to get more traffic, generate more leads or increase conversions, depending upon your specific goals.

*What You Receive:*

Completed Web Site Evaluation (this will be recorded for online sessions)

### **10:15 – 10:30 BREAK**

### **10:30 – 11:15 Creating Remarkable Content**

During this session, we'll talk about specific content that you can create to wow your audience. We'll discuss how your marketing and your specific content can help your audience better understand how you can address their pain points and solve their challenges. We'll discuss:

- **specific marketing tactics** that are right for your business (such as blogging, social media, email, landing pages, paid search or others)
- **specific content types** or offers that will work well with your audience (such as webinars, case studies, articles, How To guides, checklists, demos, free consultations or others)

*What You Receive:*

3-Month Content Plan

Content Mapping Worksheet

### **11:15 – 11:45 Hands-On Training**

We'll get under the hood of one of your favorite software programs (Wordpress, Hubspot, Leadpages or Google Analytics) to walk you through how to use the tool. You can send questions or a list of things that you want to cover in advance if you'd like.

*What You Receive:*

Hands-on training in one of your marketing tools (this will be recorded for online sessions)

### **11:45 – 12:00 BREAK**

### **12:00 – 12:45 Marketing Recommendations and Next Steps**

We'll wrap up by reviewing some additional recommendations that we have prepared for you in advance, including the analytics reports that you need to succeed and social media platforms that are right for your business. We'll also document the plan that we have discussed and next steps that you should take in order to start seeing better marketing results.

### **Who is the best person from my company to attend a VIP Day?**

In general, your marketing director or marketing manager should attend if you are a mid-sized or larger business. If you are self-employed, the company's owner(s) should attend.

### **Can more than one person attend from my company?**

Sure, the more the merrier! Just let us know in advance who will be coming and what their roles are.

### **Will I need to do anything in advance of our session?**

Yes, there are a few basic things that we'll need from you via email prior to your session. (Of course, we'll be happy to also take more detailed information if you have it.)

We will reach out to you after you register to request the additional information needed, so we can make sure that our VIP Day session is as productive as possible.

### **I don't have time for a VIP Day. Is there a Done-for-You option so you can just do this for us?**

We do offer consulting and Done-for-You packages, but those will generally be more expensive than a VIP Day. We will still require input from you via at least one phone call (probably two or more) in order to provide good results. [Contact us to request a quote](#) for Done-for-You or consulting services.

### **How much does a VIP Day cost?**

A VIP Day costs \$1,197 USD or you can pay via three monthly installments of \$399 per month. Payments must be made via credit card before your session is held.

### **What if I have additional questions?**

[Schedule a 15-minute Quick Connect call](#) with Lisa Kirschner if you have more questions or if you'd like to discuss your VIP Day in advance.

### **Haven't registered yet?**

Register for your VIP Day at <http://www.tlc-marketing-transformation.com/inbound-marketing-vip-day> or click on the box below:

