

*Zenplicity's*  
**VIP DAY INTENSIVE**



**ZENPLICITY**  
Marketing. Membership. Metrics.

# HOW CAN WE HELP?

I'm so excited to provide you with the details for strategic collaboration that will help you harness the power *real relationships* with the people you *really* want to support to grow and scale your business.

Zenplicity offers personalized, detailed strategies for growth, client acquisition and retention so you can know with certainty that your marketing efforts are working & you're reaching your goals.

## CONVERT, ENGAGE & RETAIN

We specialize in helping our clients share, sell and teach what they're passionate about so they can change people's lives and grow their business in the process.

We do that through targeted lead capture, behavior-based subscriber engagement, smart segmentation and marketing funnels that are *built first simply then optimized*...all while tracking the metrics to produce rapid growth as well as identify areas for improvement.

**WE BRIDGE THE GAP BETWEEN QUALITATIVE  
BUSINESS GOALS AND QUANTITATIVE DATA.**





# ZENPLICITY

Marketing. Membership. Metrics.

We believe in the power of **strategic partnership**.

Our client relationships are built on a foundation of **collaboration, communication, and high quality work** with minimal errors.



We believe in the importance of **proactively communicating with our clients to deliver solutions, ideas, and strategies** that will increase efficiency, maximize profit, and improve retention.

We pride ourselves on **paying close attention to details and delivering the best experience in customer interaction**, whether we're working directly with clients or their team members and vendors.

We don't believe in a one-solution-fits all approach – **we offer customized packages and services** for business owners who are ready to move into the next level of success.



## OUR VIP DAY INTENSIVE WILL HELP YOU ANSWER QUESTIONS LIKE:

How can I **distill my business vision into a strategic growth plan?**

How do I **find more of the people I actually want to work with?**

How can I create an **experience that will engage and educate** my members?

What **innovative marketing strategies can we use that will encourage connections and relationships** with people I can help?

How can I **create passive, recurring revenue in my business** without adding extra work and time to my already busy lifestyle?



# WHAT'S INCLUDED

## MARKETING STRATEGY VIP DAY INTENSIVE



The goal of Zenplicity's VIP Day Intensive is to look at your overall marketing from a big picture perspective. We'll use Zenplicity's proven frameworks to incorporate foundational marketing elements that will attract new leads, nurture new subscribers, and encourage a relationship with your subscribers that creates engagement and new customers.

If you're looking to add more recurring revenue to your business, we can map out a Membership Journey that will be easy for you to maintain as well as create an engaging and exciting environment for your members so they'll never want to leave.

## AFTER OUR VIP DAY INTENSIVE, YOU'LL HAVE:

### CLARITY

We'll identify your marketing messaging & ideal clients in a Customer Value Journey Roadmap

### STRATEGY

We'll customize a marketing plan that will increase leads, nurture prospects and sell more offerings

### VISIBILITY

We'll discuss Key Performance Indicators to have more visibility on metrics & measure success

# THE 5 STEP MARKETING FRAMEWORK

ZENPLICITY'S VIP DAY INTENSIVE



Zenplicity's Marketing Strategies are derived from a 5-Step Framework. Below is an introduction to the steps we'll use to build your custom-fit marketing strategy that is in alignment with your business and goals.

# A

ATTRACT THE  
RIGHT AUDIENCE

# B

BUILD  
RELATIONSHIPS

# C

CONVERT PROSPECTS  
TO BUYERS

# D

DELIVER + FULFILL  
YOUR OFFERING

# E

ENLIST REFERRAL  
PARTNERS

# THE 5 STEP MEMBERSHIP FRAMEWORK

ZENPLICITY'S VIP DAY INTENSIVE



Zenplicity's Membership Strategies cover 6 critical elements that should be present in every successful membership site. Below is an introduction to the membership components we'll cover to create a membership plan that provides you with the flexibility you want and ensures that your members are well taken care of from the moment they become a member.



## IDEA VALIDATION

Before you can determine anything else about your plans for a membership site, you need to identify your audience, their problem, and the solution you will provide them through your membership community.



## DESIGN ARCHITECTURE

You need to think about the visual elements of your membership site and align your member journey and the content with the design elements you want to incorporate throughout your site. This step determines what the "front" end of your site will look like.



## TECHNOLOGY

Not all membership site platforms are created equal, and that's a GOOD thing! You'll need to determine the complexity and functional customization that you are comfortable with so you can choose your tech components wisely.



## ONBOARDING

An excellent member experience starts with an excellent onboarding process. You need to create an onboarding process that will introduce them to your community, set expectations and prep them for successfully consuming your content.



## COMMUNICATION

Communication begins as soon as a prospect is on your order form. You need a plan for automated email campaigns that will create engagement and encourage repeat visits at every step in the cycle - from abandoned cart to win back campaigns.



## FULFILLMENT

You need a plan to organize and present the content you've prepared for your membership site. Depending on the learning elements you're using, there are some essential rules and best practices you need to follow for content display & teaching effectively.

# WHAT HAPPENS AFTER OUR VIP DAY INTENSIVE?



When we've completed the VIP Day Intensive, I'll have a deep understanding of your business and goals. This information will help me curate an ongoing partnership package that can include ongoing consulting, and turnkey support & implementation. We'll use our VIP Day information to break down goals into prioritized projects & milestones.

Executing & optimizing a successful marketing & membership strategy is a process that takes time and consistency in implementation to see results, and it's one of the best ways to ensure business growth and sustainability.

It's certainly not required, but to get the most value out of your VIP Day Intensive, you should be willing to consider investing in an ongoing strategy & implementation package with Zenplicity.

We have several options for customized packages that will align with your budget and needs moving forward.





## WHEN YOU'RE READY TO INVEST IN ZENPLICITY'S VIP DAY INTENSIVE

The investment for this VIP Day Intensive is \$4,500.

We offer a payment plan or clients may request to pay in full. Your balance must be paid in full before our scheduled time together. All payments are considered non-refundable.

When you're ready to move forward, you'll receive an online service agreement to review and sign.

Then we'll provide an order form link to submit payment via credit card. If you select the payment plan, your card will be charged automatically every 30 days until payment is made in full.

Once your payment is received, we'll send you the Intensive Questionnaire so I can start prepping for your scheduled Intensive Date!

We're excited for the opportunity to partner with you and your growing business!

*Hey, friend!*

I'm Jamie DuBose, CEO & Founder of Zenplicity, the digital marketing agency that helps profitable service providers, coaches and creative visionaries share, sell and teach what they love through marketing, membership, and metrics.

**There are 5 Core Values that serve as the filter for everything we do at Zenplicity.**

**Family** - Family is and always will be the most important thing in our lives.

**Flexibility** - We can adapt our thoughts and solutions to any situation as a response to external situations that we cannot control.

**Intentionality** - We move, communicate and work with purpose to align our actions with our goals as well as client goals.

**Collaboration** - Everyone has something valuable to contribute on the team, and we give everyone room to use their uniqueness to find the best solution to problems.

**Simplicity** - Simple solutions that work are more valuable than complex solutions that are flawed.

It's time to create a marketing strategy for actual humans and make better business decisions based on actual data and behavior-driven metrics.

**LET'S  
CONNECT!**

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