

Visibility Accelerator

Elevate Your Personal Brand
with Purpose



What's Included?

Personalized Strategy Sessions

- In-depth consultations to align your mindset, goals, and motivations.
- Strategic recommendations to overcome challenges, seize opportunities, and map out actionable steps for growth.

Custom Content & Digital Deliverables

- Professionally crafted marketing and visibility tools to enhance your authority, grow your audience, and generate leads.
- Social media graphics, website copy, and elevator pitches.
- Lead magnets, email newsletter content, and blog posts.
- Media Kit, Speaker One-Sheet, and Award Nominations.

Expert Topic & Presentation Development

- Define and refine your signature expertise and pitch.
- Craft compelling presentation titles and materials to secure speaking engagements and media appearances.
- Personalized 1:1 strategy to perfect your messaging and delivery.

What's Included?

VIBE (Visibility, Influence, Brand Elevation) Assessment

- A comprehensive audit of your website and social media profiles.
- Detailed action plan to optimize your online presence and maximize engagement.
- Strategic recommendations to create consistency and impact across platforms.

Exclusive Connections & Networking Opportunities

- Access to my professional network, connecting you with potential collaborators, clients, and speaking opportunities.
- Guidance on leveraging professional events, media outreach, and partnerships to expand your influence.

4-Week Engagement Schedule

Week 1: Strategic Foundation

Focus: Clarity, Goal Setting, and Audit

- Kickoff Strategy Session (90 minutes)
 - Review your goals, mindset, and motivations.
 - Identify challenges, opportunities, and priorities.
- 🌟 VIBE Assessment
 - Comprehensive audit of your website and social media profiles.
 - Deliver a detailed report with prioritized recommendations.
- Action Plan Development
 - Create a roadmap for content creation, visibility strategies, and implementation.

Week 2: Content Creation & Digital Deliverables

Focus: Building Essential Materials

- Content Development
 - Draft foundational pieces: Media Kit, Speaker One-Sheet, and Award Nominations.
 - Begin crafting website and social media content updates.
- Review and Revise
 - Present drafts for feedback and refine deliverables.
 - Finalize materials for immediate use.
- 🌟 Expert Topic Workshop (90 minutes)
 - Define your signature expertise, audience, and pitch.
 - Develop a standout presentation title and speaking engagement pitch.

4-Week Engagement Schedule

Week 3: Visibility Strategies & Expertise Development

Focus: Elevating Your Authority

- Personalized Strategy and Consultation Session (90 minutes)
 - Refine your elevator pitch, messaging, and presentation style.
- Networking and Outreach Strategies
 - Identify professional networking opportunities, speaking gigs, and media outreach targets.
 - Provide templates and guidance for outreach.

Week 4: Implementation and Follow-Up

Focus: Launching, Connecting, and Sustaining Success

- Final Touches and Launch
 - Deliver final content pieces, including email templates, blog posts, or lead magnets.
- Connections
 - Provide a list of media contacts.
- Wrap-Up and Next Steps (90 minutes)
 - Final strategy session to ensure confidence in implementation.
 - Provide a tailored 90-day visibility and branding action plan for sustained growth.

About the VIBE Assessment

I will meticulously evaluate your website and social media profiles, assessing your current digital footprint with precision and care. This exclusive service is designed to provide you with thorough insights and actionable recommendations tailored to enhance your online presence and elevate your brand. By committing a dedicated block of time to your digital strategy, I ensure a focused and detailed examination that aims to optimize your visibility, engagement, and impact across platforms.

Website Analysis:

- **Overall Design and User Experience:** Evaluate the layout, navigation, and ease of use.
- **Branding Consistency:** Check if branding elements such as colors, fonts, and imagery align with the brand identity.
- **Content Review:** Through review of your website to ensure it's free from spelling and grammar errors. This includes examining all written content across your site to guarantee clarity, professionalism, and accuracy in communication.
- **Content Quality:** Assess relevance and engagement level of the content.

About the VIBE Assessment

Social Media Profile Analysis:

- Profile Completeness: Check if profiles (up to 2) are fully filled out with relevant information and visuals.
- Consistency Across Platforms: Ensure consistency in branding, messaging, and tone across different social media platforms.
- Content Strategy: Evaluate the variety, frequency, and relevance of content shared on social media.
- Audience Targeting: Review the effectiveness of targeting strategies to reach the intended audience.

Recommendations and Action Plan:

- Prioritized Recommendations: Provide actionable recommendations based on the findings, prioritizing areas that offer the most significant impact.
- Customized Strategies: Tailor recommendations to the specific needs, goals, and resources of the client.
- Implementation Guidance: Offer guidance and support for implementing recommended strategies, including tools, resources, and best practices.

About the Expert Topic Workshop

In a crowded market, standing out is crucial. I'll help you define and articulate your expertise, ensuring you become the go-to authority in your field. You'll take a journey into your personal narrative, passions, knowledge, and strengths while clarifying your ideal audience. With personalized one-on-one support, you'll receive the tailored guidance you need to elevate your speaking.

This workshop is for:

Opportunity-Ready Professionals

Do you find yourself in situations where presentation skills could open doors, but you're not a speaker by trade? Whether it's pitching ideas, leading meetings, or sharing insights at events, being able to present with confidence is a powerful asset. This workshop is designed for professionals who may not speak regularly but want to be ready when the opportunity arises. By working with me, you'll refine your message, enhance your delivery, and develop the skills needed to make a strong, memorable impression whenever the moment calls for it.

Aspiring Speakers

Are you considering becoming a speaker? Are you looking to elevate your impact and captivate your audience with a powerful presentation? Your journey to crafting a signature message that truly resonates starts here! The workshop is designed to empower you to refine and amplify your expertise, leaving a lasting impression on your audience. By working with me one-on-one, you'll receive personalized guidance and support tailored to your unique needs, ensuring your success and growth.

About the Expert Topic Workshop

Experienced Speakers

As a seasoned speaker, you know the importance of delivering presentations that captivate and inspire your audience. But even the best speakers can find themselves in need of a refresh. Whether you need to rework your existing presentations or come up with fresh, innovative ideas, this workshop is here to help. Together, we'll breathe new life into your content, ensuring your message not only resonates but leaves a lasting impact. Plus, with personalized one-on-one support, you'll receive the tailored guidance you need to elevate your speaking engagements to new heights.

Program Structure

Duration:

4 weeks

Commitment:

Building a strong relationship is key to the success of this project. I thrive when collaborating with clients who uphold values such as respect, responsiveness, and a dedication to follow through.

Investment:

\$2,200

Payable in two installments

1/2 before engagement begins

1/2 five days prior to final delivery

Ready to ***Accelerate?***

Let's do this!

Kelli

