



Bulletproof your Agency

with

THE

JANICECHRISTOPHER

MARKETING AGENCY

LEARNER GUIDE

February 2023

STEP-BY-STEP GUIDE

LIVE SESSIONS

DOWNLOADABLE RESOURCES



Bulletproof your Agency with Janice Christopher

What to expect:

- Attend four live sessions designed to help you scale your agency with Vendasta
- Connect with like-minded learners, share your progress, and get hot tips from the Queen Bee herself; Janice Christopher.
- Explore courses and learn strategies to help you grow your agency then jump into the platform to put it to action!

Take your pre-program business assessment [HERE](#)

Meet your Speaker:

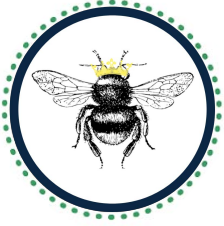
Janice Christopher is no stranger to marketing, with 30 years of sales and brand management experience. As a business owner herself, she knows how to listen to clients, identify their needs – and then develop a strategy to help them WIN. Janice is competitive, relationship-oriented and smart – out to sting the competition and get customers swarming to your door. But you catch more flies with honey, right? Known as the Queen Bee of Marketing, Janice's sweet-spot is taking the mystery out of marketing and bringing buzz to her client's brands.



Before we begin:

Join the [Conquer Local group: The Janice Christopher Marketing Agency](#) to connect with Vendasta experts and other like-minded learners

Download this guide and supplementary resources to your desktop so you can keep track of your progress and reference materials in the future



Establish your Presence as a Trusted Local Expert

Session 1

What you will learn:

- How to set yourself up for success with a new prospect's first meeting
- Research and be prepared to tell the story of their needs
- Educate the prospect on what you are seeing with data from the Snapshot Report



Post-Session Activity:

Partner Up! Complete the [Prospective Client Consultation Checklist](#) on another partners' agency

PROSPECT LOGO HERE

General Business Information

Date of Interview:

Company name:

Business address:

City & state:

Business phone number:

Business email:

Is it a branded email address?

Further your Learning:

Download and save the [Prospective Client Consultation Checklist](#) to your desktop

Download and save the [Prospective Client Intake Form](#) to your desktop

Take the Academy course: [Discover Your Product-Market Fit Along the Customer Journey](#)



Setting Yourself up for Success as a Marketing Agency

Session 2

What you will learn:

- How to review your own marketing presence
- Reviewing a local business' website for optimal conversion
- How to ensure your t's are crossed and i's dotted for your business

"If you're not on that first page of search results for your most important lines of business, you're losing money, and your competitors are eating your lunch. Guaranteed."

— Janice Christopher



Post-Session Activity:

Review your website marketing content and pick three things to change to attract your ideal customers.

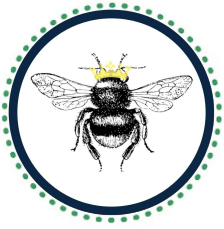
Purchase the Janice Christopher Marketing Agency Homepage Writing Guide [HERE](#)



Further your Learning:

Visit the [Storybrand YouTube channel](#) to learn more from Donald Miller about writing your website content.

Learn to Identify and market to your Ideal Customer Profile by taking the [Master Monthly Recurring Revenue](#) course in the Academy.



Creating & Positioning your Digital Marketing Packages

Session 3

What you will learn:

- How do you decide what you're selling?
- Identify your Starter Packages
- Set up your Store, utilize Proposal Builder and process your payments

“

We have three different service models to get brands buzzing — based on just how much attention they need from our resident beekeepers.”

— Janice Christopher



Post-Session Activity:

Set up three starter packages in your store based on the customer journey and your agencies business offerings.

Item	Qty	Wholesale price	Setup fee
Listing Builder	1	Free	USD 0
Listing Distribution (Monthly)	1	\$5.00 Monthly <small>*12 month minimum, renews for 12 month periods</small>	USD 0
Listing Sync Pro USA (Monthly)	1	\$17.00 Monthly	USD 0

Further your Learning:

Take the [Proposal Builder module](#) in the Sales and Success Centre course to craft the perfect Proposal

Learn how to [Set up your Store for Success](#) by completing the course in the Academy

Refresh your reporting knowledge by completing the [Engage and Retain Your Clients with the Executive Report](#) course in the Academy



How to Engage and Keep your Clients

Session 4

What you will learn:

- How to put together a powerful agenda for a monthly marketing meeting
- Leverage the Executive Report to showcase ROI & uncover upsell opportunities
- Get paid for your time as a consultant & retain the client

Janice has put together a package of five key documents to help you find success with your clients.

[Click HERE to purchase your customized onboarding package from Janice](#)

Post-Session Activity:

Put together an agenda for your own Monthly Marketing Meeting to engage your clients



Further your Learning:

Share your progress and assignments in the [Conquer Local Group: The Janice Christopher Marketing Agency](#)

Help other partners build their brand by leaving feedback on at least two other assignments

[Complete your post-program business assessment & earn your Certificate HERE](#)



Bullet Proof your Agency

Program Checklist

Assignments

[Pre-Program Business Assessment](#)

Session 1: Complete the [Prospective Client Consultation Checklist](#) on another partners' agency

Session 2: Review your website marketing content and pick three things to change to attract your ideal customers.

Session 3: Set up three starter packages in your store based on the customer journey and your agencies business offerings

Session 4: Put together an agenda for your own Monthly Marketing Meeting to engage your clients

[Post-Program Feedback](#)

[Post-Program Business Assessment](#)

Courses

[Discover Your Product-Market Fit Along the Customer Journey](#)

[Proposal Builder module](#) in the Sales and Success Centre course

[Set up your Store for Success](#)

[Engage and Retain Your Clients with the Executive Report](#)

[Master Monthly Recurring Revenue](#)

Downloads & Extra Credit

[Prospective Client Consultation Checklist](#)

[Prospective Client Intake Form](#)

Visit the [Storybrand YouTube channel](#) to learn from Donald Miller