

Lisa Lizotte

Online Business Systems & Marketing for Podcasters



CONTACT

- hello@lisalizotte.com
- +386-365-179
- Plorida, United States
- lisalizotte.com

SKILLS

- Coaching & consulting
- Strategic planning
- Social media management
- Online course management
- Task management systems
- Information systems management
- · Email funnels and marketing
- Graphic design
- Pinterest marketing
- Organization, systems & SOPs

REFERENCE

Jenny Good

Good Virtual Management missjennygood@gmail.com

Lisa Lizotte

Online Business Systems & Marketing

I am an virtual assistant and implementor who specializes in organization, marketing and strategic planning. I am a self-starter, quick learner and always serve my clients beyond my given role.

RELEVANT EXPERIENCE

Business Systems and Marketing for Podcasters Lizotte LLC | June 2022 - Present

- Email marketing management, sales funnel strategy, lead magnet creation
- Pinterest strategy, marketing, graphic design, management
- Strategic business planning, workflow audits and systemization, task management systems
- Online course project management

Professional Home Organizer

Habits and Home Organizing | Feb 2020 - Present

- · Gentle and direct coaching and consulting
- Home and family management
- · Hands on client assistance
- Auditing environments and creating curated solutions

Young Living Essential Oils

Educator & Distributor | Aug 20015 - June 2022

• marketing, sales and education of essential oils

Florida Certified Educator

Public School System | Aug 2005 - June 2009

 elementary classroom teacher, all subjects, diversities, and learning styles and abilities

EDUCATION BACKGROUND

Masters of Educational Leadership

University of West Florida

Strategic Planning and Implementation Audit of Open

OBJECTIVE: To audit the client's current business operations and identify recommended SOPs, systems and formulate a strategic plan of implementation for the next three quarters

SOLUTION: Hold a strategic planning session with client, listen to ideas, goals and visions for the growth of her business, ask leading questions, identify recommended systems and integrations and create a timeline for projects. Create a project management hub inside Asana for clarity, organization, and management of all current and future projects. Communication with client Is held within Asana as well as Voxer.

First Month Set Up ∨ ③ ☆ ○ Set status RG Y Search Upgrade Y Overview List Board Timeline Calendar Dashboard Messages Files Business Information + · · · Thrive Cart - DONE! + ··· Pinterest + · · · Mailerlite + ··· Shopify MAIN OBJECTIVE: Add products PINTEREST username: Mailerlite username: Shopify username: BUSINESS URL: shehears.org. rachael@shehears.org Password: BUSINESS NAME: She Hears / The Hearing Jesus Podcast EXPECTATION: Create a check-+ Add task out page for up to 10 products TAII WIND username: MAIN OBJECTIVE: Update and/or services Create 1 graphic for Rachael@shehears.org Password: newsletter template, update freebie. each check out page Include two 3-email welcome series customer testimonials/reviews SERVICES: Courses, Coaching, (A) Aug 30 Podcast, Bible Studies, Speaking MAIN OBJECTIVE: Drive traffic to Update newsletter Product #1 Sep 10 MISSION: Helping Women to Hear Aug 29 Jesus Freebie Delivery Email EXPECTATION: Design 20 fresh Product #2 Sep 13 10 6 ₺₽ pin graphics 10 pins scheduled daily Aug 29 using Tailwind (subscription Welcome Series YouTube, social media, opt-in page 3 🖘 ▶ Sep 22 (¥) Aug 29 + Add task women to hear Jesus and to feel PIN #1 empowered to make Him known. Product #4 (¥) Aug 29 2 ≒ ₽

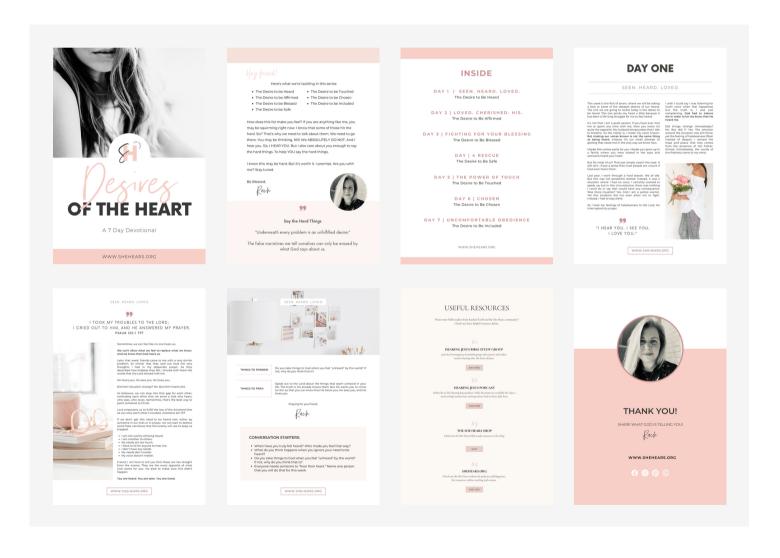
Sample Project Management Board

Note: This is a retainer client in which I started as a virtual assistant and have transitioned Into the role of online business manager.

Lead Generation

OBJECTIVE: To increase lead generation and collect contact information from podcast listeners, social media followers and website visitors.

SOLUTION: Create a lead magnet to market on podcast episodes, blog, social media and Pinterest. Lead magnet is a multi-page workbook based on client's brand-specific content. The client has the ability to alter lead magnet as needed for future purposes.



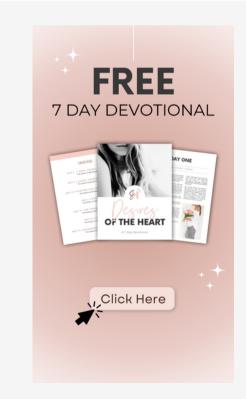
Lead Magnet Marketing

OBJECTIVE: To market a lead magnet across virtual platforms (website, podcast, social media, Pinterest, etc.) to increase lead generation

SOLUTION: Create templates and graphics in Canva to market lead magnet. Client has the ability to alter graphics as needed for future continued use.

Sample Designs









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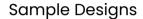
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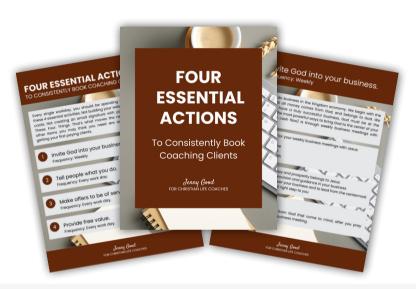


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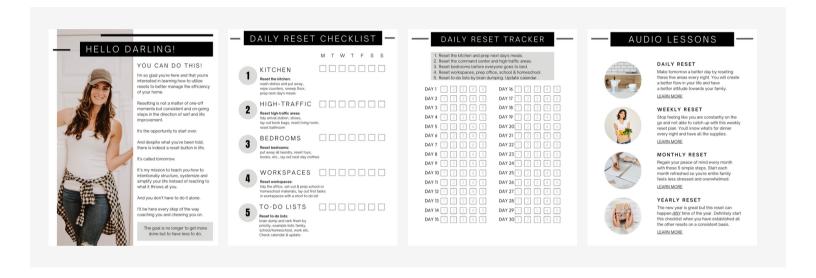




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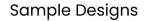
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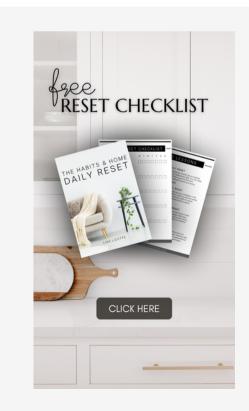
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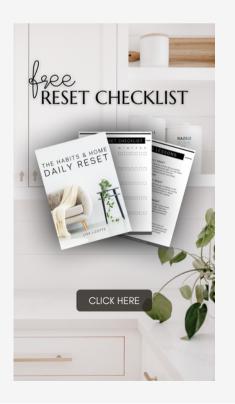
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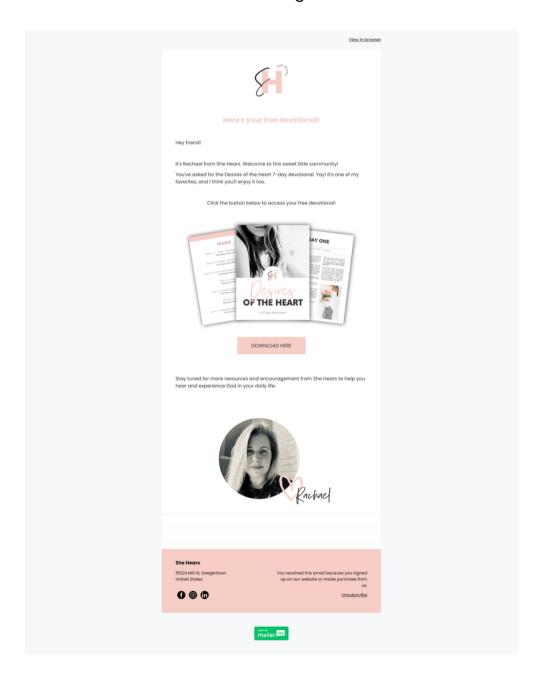


Lead Magnet Delivery Email

OBJECTIVE: To deliver a lead magnet to opt-ins through email and to trigger an email welcome, nurture, and sales sequence

SOLUTION: Create an email In MailerLite to deliver a lead magnet. Trigger a double opt-in to collect only serious parties. Trigger a 3-5 email welcome/sales series. The client has access to edit or modify templates at any time within her own MailerLite account.

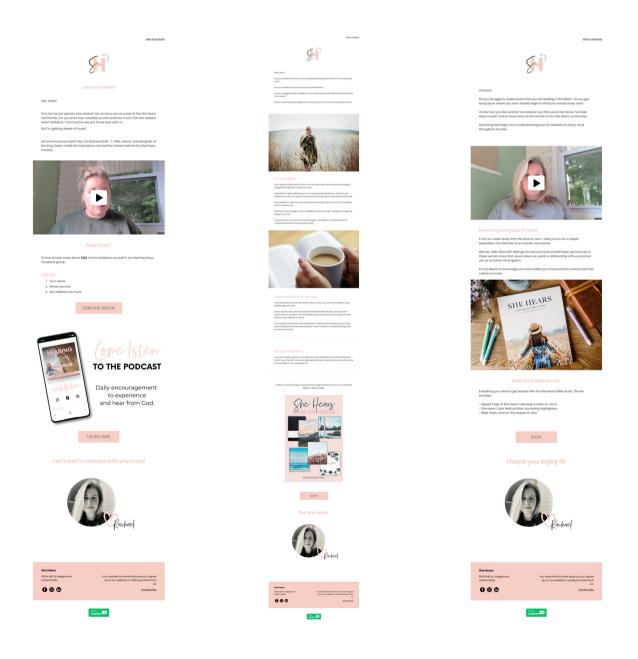
Email Page



Email Welcome Series

OBJECTIVE: To nurture new leads after opt-in, inform them of helpful resources and information and make sales offers known.

SOLUTION: Create a 3-5 email welcome sequence based on the client's business brand and goals that will be triggered to deliver emails automatically to leads. Strategically craft emails to nurture leads and make them aware of the brand's culture. Help leads identify a problem or need with relatable copy and offer a solution that will lead to increased revenue for the client.

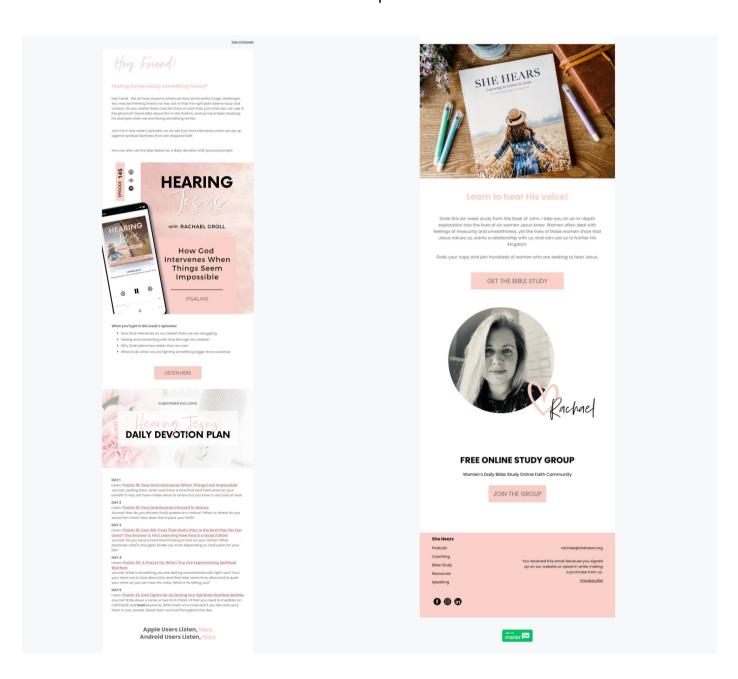


Monthly Newsletter

OBJECTIVE: To connect with leads on a weekly basis to nurture with on-going content and resources and to market sales opportunities.

SOLUTION: Create an email newsletter template in MailerLite to be updated and scheduled weekly for delivery. Create a newsletter content workflow for ease of use In order to maximize time and efficiency.

Newsletter Template



Social Media Content Planner and Workflow

OBJECTIVE: To create a content calendar that will increase time, efficiency and productivity.

SOLUTION: Gather information for content pillars and organize the data in a spreadsheet. Create an easy-to-use content calendar in a spreadsheet that will house the client content creation workflow. The client can log in and work directly from this spreadsheet. This will increase productivity as it decreases distractions and by providing direction and clarity.

Sample Spreadsheets



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Sep-18		*				ō	ō	C		
Sep-19	Color Therapy	v	Healing Trauma with Guided Drawing	Car	ousel +		ō	Ē		
Sep-20	Promo	*	Quote from book, Book Promotion (Last slide)	Qu	uote ~					
Sep-21	Trauma-Informed Education	۳	3 Ways to Hollistically Support Your Nervous System, Book Promotion (Last slide)	Car	rousel +					
Sep-22	Relationships	w	Signs Your a Victim of Gaslighting, Book Promotion (Last slide)	Car	rousel =					
Sep-23	Psycoeducation	۳	Anxious Attraction in the Bedroom, Book Promotion CTA at end	R	eel ~					
Sep-24		*								
Sep-25		٠			-					
Sep-26	Transference in Workplace	۳	5 Tips to Overcome People Pleasing or Book Content, Book Promotion (Last slide)	Car	rousel =					
Sep-27	Promo	۳	Book Promotion Post	Ph	noto +					
Sep-28	Color Therapy	٠	How to Use Guided Imagery During Art Therapy, Book Promotion with CTA at end	R	eel ~					
Sep-29	Relationships	۳	3 Mistakes Couples Make that Makes Their Conflict Worse, Book Promotion (Last slide)	Car	rousel *					
Sep-30	Psycoeducation	۳	Healthy vs. Unhealthy Expectations, Book Promotion (Last slide)	Car	rousel =					
Oct-1		٠								
Oct-2		*								

Sample Spreadsheets

MBER						
Date	Post Title	Story Idea				
Sep-19	Healing Trauma with Guided Drawing	Reshare post, talking head expand on topic, lead to CTA with book link				
Sep-20	Quote from book, Book Promotion (Last slide)	Reshare post, flip through pages of book with book link				
Sep-21	3 Ways to Hollistically Support Your Nervous System, Book Promotion (Last slide)	Reshare post, expand personally on topic, lead to CTA with book link				
Sep-22	Signs Your a Victim of Gaslighting, Book Promotion (Last slide)	Reshare post, story telling, promote book with link				
Sep-23	Anxious Attraction in the Bedroom, Book Promotion CTA at end	Reshare post, share related memes, promote book with link				
Sep-24						
Sep-25						
Sep-26	5 Tips to Overcome People Pleasing or Book Content, Book Promotion (Last slide)	Reshare post, talking head expand on topic, reshare book promo with link				
Sep-27	Book Promotion Post	Reshare post, talk about the book and some BTS of writing it, share the process				
Sep-28	How to Use Guided Imagery During Art Therapy, Book Promotion with CTA at end	Reshare post, give an example, art old therapy post, book promo with link				
Sep-29	3 Mistakes Couples Make that Makes Their Conflict Worse, Book Promotion (Last slide)	Reshare post, playfulness with husband, share his thoughts on the book, make it fun				
Sep-30	Healthy vs. Unhealthy Expectations, Book Promotion (Last slide)	Reshare post, talking head expand on topic, reshare book promo with link				
Oct-1						
Oct-2						

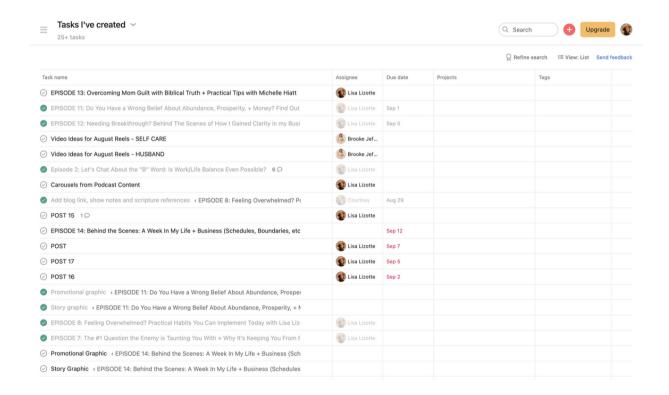
SEPTEMBER						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						Sep-18
Sep-19	Sep-20	Sep-21	Sep-22		Sep-24	Sep-25
Carousel	Quote	Carousel	Carousel	Reel		
Healing Trauma with Guided Drawing	Quote from book, Book Promotion (Last slide)	3 Ways to Hollistically Support Your Nervous System, Book Promotion (Last slide)	Signs Your a Victim of Gaslighting, Book Promotion (Last slide)	Anxious Attraction in the Bedroom, Book Promotion CTA at end		
Sep-26	Sep-27	Sep-28	Sep-29	Sep-30	Oct-1	Oct-2
Carousel	Photo	Reel	Carousel	Carousel		
5 Tips to Overcome People Pleasing or Book Content, Book Promotion [Last slide]	Book Promotion Post	How to Use Guided Imagery During Art Therapy, Book Promotion with CTA at end	3 Mistakes Couples Make that Makes Their Conflict Worse, Book Promotion (Last slide)	Healthy vs. Unhealthy Expectations, Book Promotion (Last slide)		

Social Media Content Planner and Workflow

OBJECTIVE: To create a content calendar that will increase time, efficiency and productivity and off-board social media management tasks to a virtual assistant.

SOLUTION: Set up a workspace in Asana task management program. Categorize boards. Create, assign, and schedule tasks. Offer suggestions for content and schedule expected time of delivery of elements for designing, captioning and scheduling. Communicate with multiple team members; OBM and virtual assistant transcribing and blogger. Create goals and KPIs within Asana for tracking progress.

Content Planning

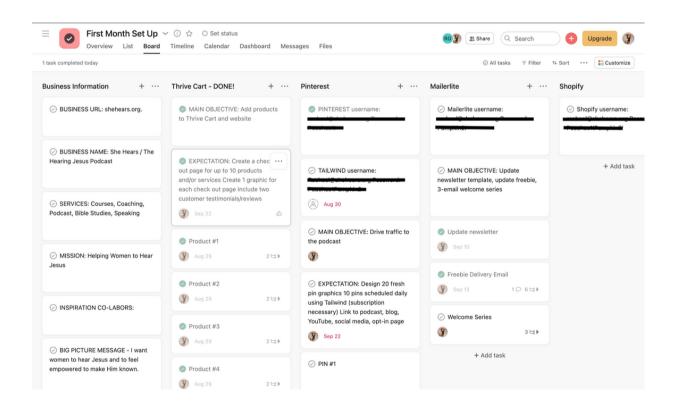


Strategic Business Planning

OBJECTIVE: To evaluate business infrastructure, consult on business growth strategies, create goals and organize business systems and workflows.

SOLUTION: Work with client to analyze business infrastructure, current streams of revenue and marketing strategies. Make suggestions for growth and curate a strategic business plan for the next nine months. Break down large goals into small goals and create boards for tasks in Asana task management software. Communicate with team members, assign tasks and create accountability checkpoints.

Project Management Sample



Pinterest Marketing and Management

OBJECTIVE: To market podcasts on Pinterest to increase downloads and listenership.

SOLUTION: Create a content database and craft branded designs for marketing on Pinterest. Designs will also be advertised on multiple virtual platforms such as blogs and social media as a means of marketing. The goal Is to repurpose content and drive traffic to the podcast and website to increase sales and revenue.

Pinterest Designs























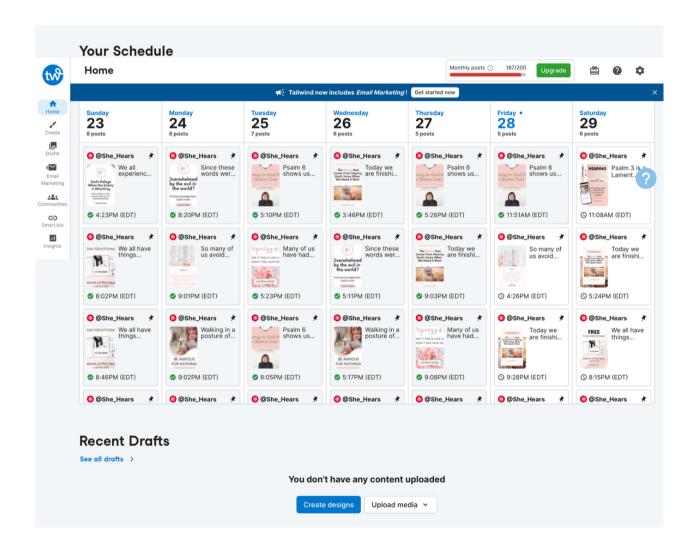


Pinterest Marketing and Management

OBJECTIVE: To manage Pinterest marketing

SOLUTION: Create a workflow for Pinterest marketing by using a spreadsheet for content data collection and Tailwind App for pin creation and scheduling. Use good SEO for titles, descriptions, and board titles.

Tailwind App Scheduler

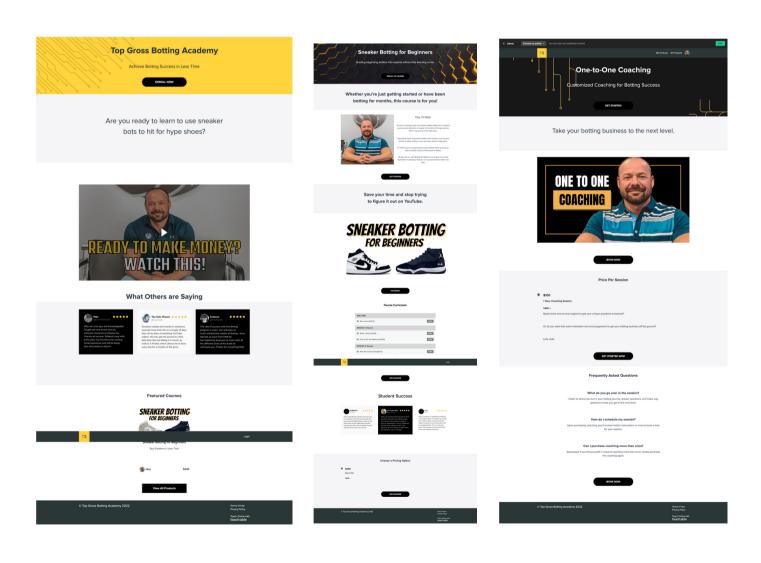


Online Course Creation

OBJECTIVE: To create sales pages and organize course curriculum in Teachable

SOLUTION: Create from scratch a homepage, course sales page, and coaching sales page for the client's online course. Set up and integrate one-to-one scheduling with Calendly. Reorganize and restructure course content for student ease of use and upsell one-to-one coaching.

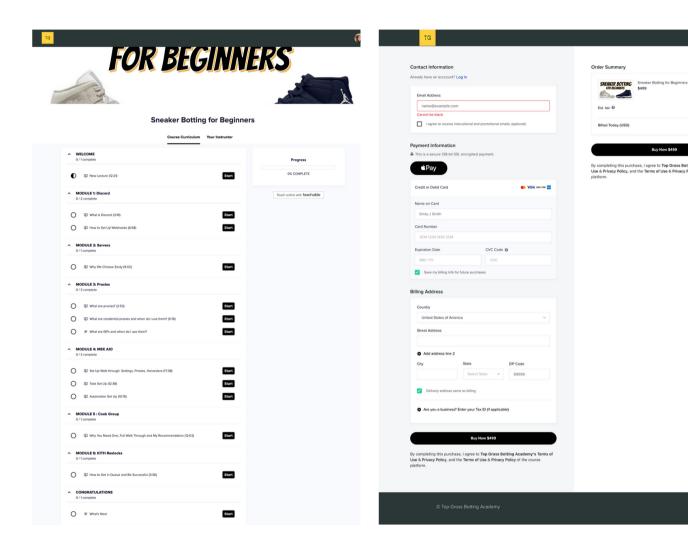
Sample Sales Pages



Course Page for Students

Checkout page

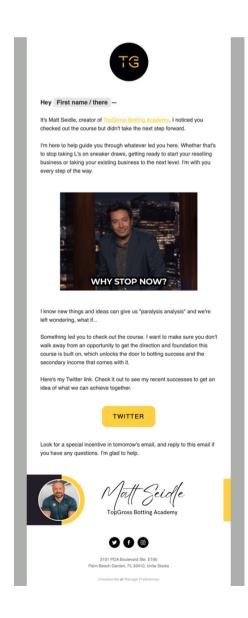
\$499.00 plus tax



Email Welcome Series

OBJECTIVE: To nurture new leads after opt-in, inform them of helpful resources and information and make sales offers known.

SOLUTION: Create a 3-5 email welcome sequence based on the client's business brand and goals that will be triggered to deliver emails automatically to leads. Strategically craft emails to nurture leads and make them aware of the brand's culture. Help leads identify a problem or need with relatable copy and offer a solution that will lead to increased revenue for the client.





Email Welcome Series





Hey First name -

We're getting near the end of this email series, and I want to make sure I'm answering all your questions so you can make the best decision

Below, I'm answering my 3 most frequently asked questions about the time it takes to make this course work for you.



How much time do I need to set aside to make this course work for me?

Most of the video lessons are less than 10 minutes long. They're designed to give you the information you need without a bunch of pointless fulf. If you set aside just one hour per day, you can learn the concepts in the video lessons. Then, you'll be ready to apply them in your botting business, and make some money.

Is there a long learning curve involved in botting successfully?

With all the tools I've built into this program, you can grasp these concepts right away. You should be making headway in your drops within a week after implementing what you learn from this course. If you don't see that level of progress, you have Discord access to me for minor questions, or you can book a paid 1:1 session with me if you need more personalized help. Either way, you have access to everything you need to get up and running successfully in a short amount of time.

Could this be a solid part time gig if I don't have full time availability?

Betting can be a full time job or a lucrative secondary income. You can dial into your server from anywhere, so with a little prep, you can run this business from wherever you are at the time. You can even set up your bot to do your heavy litting while you sleep. I recently woke up to 41 pairs of shoes it bought while I sleep. You can make a secondary income with botting, or this can expand way beyond that. I can teach you how to reach your monetary goals whether you want to do this part time, or as your main business.



Listen friend, this is an opportunity to buy items at price points that allow you to convert your investment into a highly profitable return. If you're unhappy with your current income, it's time to elevate your finances with a business you have more control over.

It's your time!

ENROLL IN COURSE







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