

ABOUT *Lisa*



You're more than just your "side hustle." Lisa Pezik, content and business strategist, Thrive Global author, speaker, and RN is driven to help you take your business online with excellence. Her strategies and systems get an online presence so that potential customers take notice and become clients ... fast!

After several successful book launches for her book *Break the Mould* and leading industry workshops, she's become a featured Author in Chapters Bookstores in Canada. Her podcast, *The Lisa Pezik Show* exceeds the industry standard in listeners, and she's spoken about online business at various conferences in London, England, Santa Barbara, California, Houston, Texas, and Toronto, Ontario. Audiences say that Lisa has fiery inspiration, contagious energy, relatable stories, and to-the-point strategies that always hit the mark.

Testimonials

"It's incredible working with Lisa. I have the necessary support and how to steps to stand out in real estate. She challenges me. In the first week houses were buying and selling faster than ever, and I have the energy to keep up with the challenges of business and life."

– Kelly Owens, Realtor and Social Worker

"Being a one-man band within my business I needed to think of smarter ways of gaining an audience. Hearing Lisa teach in her Online in 9 Course excited me as I was able to see the vision for myself and then bring it to life! My first membership

hub will be going live this September and I already have 20 people signed up to join. I can't wait to take the online world by storm." Thank you Lisa!

– Vanessa Dooley, Early Years Educator and Consultant

"We are just about to launch my brand and Lisa is a phenomenal strategist while her husband, Eric worked his magic on my website. In a world these days where so many people are out for the mighty dollar, they have my best interest at heart."

– Nicole Naples, Health and Fitness Coach

"I love Lisa. She's currently kicking my ass and holding my hand at the same. She's helping me to get my content filmed and succinct. Eric is about to be a rock star with my website and funnels but for now it's all about Lisa. She gets me. She gets my message and she is in my corner. I'm grateful x 10."

– Taunya Zipse, Relationship Expert and Therapist



Lisa Pezik



3 Steps

To Go From Content To Cart To Cash

In this 60-minute signature presentation, Lisa takes you through the steps of creating something to sell, understanding what technology is needed, and lastly how to launch it into the world. It's not just a three-step process to get your first online paying client, but a deep dive into your business and asking if what you're doing is making sense. Without her proven strategies and systems you may be keeping your ideal client waiting or worse, they may give their business to your competitor. Lisa shows you how to stand out as the expert in your industry by:

- *Finding your gold in the sea of content you already have.*
- *Realizing you won't break the Internet, and how to understand the technology you need.*
- *How to launch and not feel weird about selling and charging what you're worth.*



Creating a

Winning Freebie Opt In For More Clients and Sales

This 45 minute workshop helps you create a winning opt in to grow your list. More clients and sales are direct results of the gratitude and free value that you give to viewers online. Lisa helps you realize that your pre work, the return on gratitude (ROG) is more important than your return on investment (ROI) when it comes to connecting and converting with your ideal clients and that starts with a winning opt in.

In this workshop Lisa will show you how to position yourself as the expert with your opt in that has:

- *Logo and branding that align with your brand emotions*
- *Copy and content that gain trust in your client*
- *Technology that doesn't cost a fortune*
- *How to launch your opt-ins to get clients and sales*



Components

Of a Website

This 45 minute presentation answers the most important questions about a website. "When do I need it? What should be on it? Is it just a pretty design or what should it be doing for me?"

A website isn't the first necessity when you open your business, but once you're established, it serves as your central base to raise awareness, grow your list, and offer products or services to generate revenue. A poorly executed website will under-perform against your competitors.

In this workshop, we'll discuss the necessary components of a website including:

- *Branding that makes you stand out*
- *Technology that keeps people engaged and ranks you above your competitors*
- *The psychology of the buying process so you'll have not only a beautiful design, but also a fully functional site to generate leads and sales.*



For more information or to book Lisa contact her at lisa@lisapezik.com.
For her podcast, YouTube Show, blogs, and programs head to www.lisapezik.com

