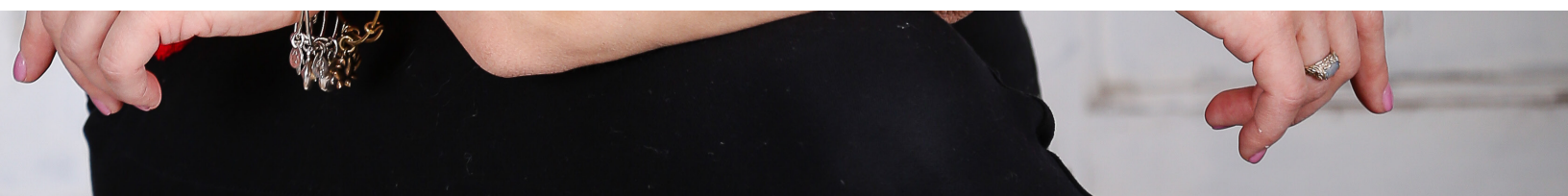




Lindsay Kirsch

SIMPLE SCALABLE SYSTEMS





LINDSAY KIRSCH

is a marketing automation strategist and an expert in workflow design.

With a master's degree in Instructional and Performance technology she consults with organizations as well as individuals on identifying opportunities to save time while increasing revenues. Some of her clients include fortune 100 companies such as AT&T and Johnson & Johnson to nationally recognized educational institutions including Emory University and University of Phoenix, not to mention niche personal brands like Elizabeth Rider.

As a certified Professional Behavior Analyst and a Six Sigma Greenbelt Lindsay has been featured in a variety of national media including Business Insider and Thrive Global on her continuous work in business expansion through technology as she has worked across the globe designing and developing thousands of online courses in more than 17 different languages.

Today, she is an ActiveCampaign Consultant, Asana Partner and Personal Brand Strategist and is internationally recognized for her work helping entrepreneurs, founders, small business owners, and online influencers increase their bottom line through the use of technology.

THE FRAMEWORK



The ICON Framework is a proven system Lindsay has tested and honed after years of helping influencers and industry leaders streamline their marketing system, lower their overhead, and expand their reach without increasing their workload.

Identification

This is where Lindsay will help you get laser-focused on your goals 30, 60, and 90 days from now so you're on your way toward growing the business of your dreams.

Creation

This is where Lindsay takes you by the hand and guides you through setting up your ActiveCampaign account so you don't feel like you're lost.

Outcome

This is where things get really exciting! That's because we'll start automating campaigns, promotions, and other communications so you can focus on what you love doing in your business.

Nurture

This is where we will implement advanced ActiveCampaign tools to further free up your time and increase your bottom line while keeping your overhead low.



Here are some background questions to help get the interview started:

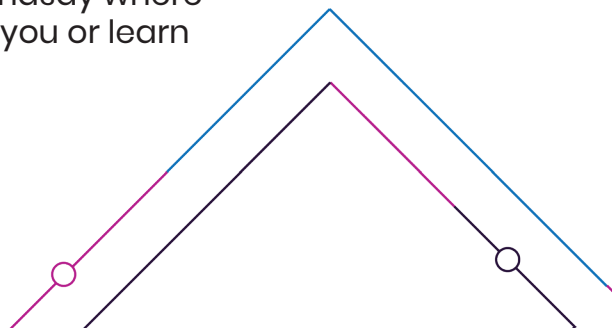
Question 1: What is the ICON framework and how does it help entrepreneurs build out their marketing automation strategy?

Question 2: Tell us about the top three mistakes you see online influencers make with their marketing automation.

Question 3: What are your favorite marketing automation tools and why?

Question 4: If an entrepreneur is ready to start leveraging the benefits of a new system, how should they start? What should they do first?

If possible, please make the final question: “Lindsay where should people go if they want to connect with you or learn more about you?”



OTHER INTERVIEW TOPICS

These are all other areas where Lindsay has a true depth of experience to talk about if you so desire.

Process
Improvement

Workflow
Design

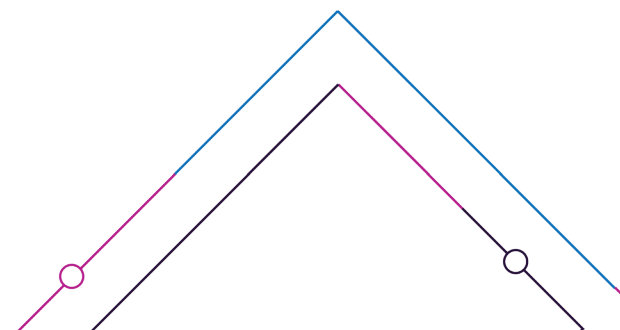
Tools &
Technology

Marketing
Automation

Email
Marketing

Brand
Building

Digital Course
Creation & eLearning



RESOURCES

PHOTOS

Photos of Lindsay are available here:
<https://photos.app.goo.gl/CuSb4GoQrkowNWu3A>

OTHER MEDIA INTERVIEWS

Here are a few samples of other recent media appearances Lindsay has made in case you want to review for background:

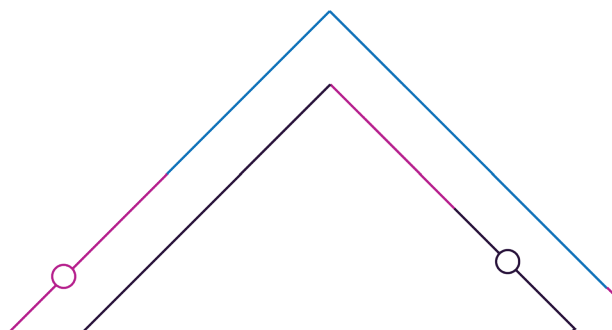
Thrive Global: 5 Ways to Create a WOW! Customer Experience
<https://thriveglobal.com/stories/lindsay-kirsch-you-have-to-treat-each-other-with-respect/>

ActiveCampaign Podcast: Instructional Design for Marketers
<https://www.activecampaign.com/learn/podcasts/episode-82>

ActiveCampaign Blog
<https://www.activecampaign.com/blog/5-must-have-activecampaign-integrations-for-business-consultants>

TECH INFO

Lindsay will do her best to be stationary for this interview in her home studio prepared with front lighting, live video, audio headset, high quality microphone and sound equipment. Please let her know if you have any special requirements





CONTACT INFORMATION

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