



WELCOME!

Each month, I offer a handful of one-on-one *Creating Online Chemistry* consults. These sessions are an opportunity for you and I to explore whether or not your online presence is powerfully attracting your perfect people.

Because, you see, your digital platform is either working for you... or against you. I help clients put an end to mutinous branding.

Typically, these sessions last 45 minutes. During our session, we'll explore:

- How you can attract more perfect clients with your web presence
- **What aspects of your web presence are working against you**
- How my team at Thrive Your Tribe can help

This isn't a sales call, it's a genuine consultation. **In fact, people who've had these sessions have called the value "priceless" or "easily worth several thousand dollars."**

Please note, because these sessions are limited, not everyone who applies qualifies. It's important that you're both thorough and honest in your answers so that my team can make sure there's a good preliminary fit.

Thank you,



Jessica
President, Thrive Your Tribe

To complete this application, either print it and fill it out by hand (and then scan it to email it back) or fill it out in Microsoft Word. Either way, when complete, please email it to: jcalbon@gmail.com.

ABOUT YOU

Name

Business Name

Mailing Address

Website

Phone (best number)

Alternate number

How long have you been in business?

What do you do?

Why?

ABOUT YOUR CLIENTS

Tell me about your clients:

Why do they hire you/buy from you?

What other solutions do they consider?

What percentage of your clients are perfect for you?

What makes them perfect?

What percentage do you wish would change in some significant way?

How would you like them to be different?

How do clients find you?

ABOUT YOUR BUSINESS

How much money did your business bring in last year? How? (Break it out into percentages by each service/product you offer.)

How much will you bring in this year? How?

What percentage of that is a direct result of being online?

What percentage of that is partially due to being online?

How much money have you invested in your web presence?

In other marketing?

What's stopping you from investing more?

What do you think is a reasonable Return on Investment for your web presence?

What do you think is a reasonable investment for a great web presence that helps you reach your goals?

How much do you intend to invest in your marketing this year? What sorts of marketing?

WHAT'S NEXT?

Congrats! You've completed the initial application.

Please send your application to jcalbon@gmail.com.

You'll hear from me whether or not you qualify for a session, so if you haven't heard back in 2-3 business days, please resend your email.

If you're approved, we'll set up an appointment for your consultation. If you're not a good fit right now, you're welcome to apply at a later date when your situation changes.

I'm looking forward to taking this next step with you.

Jessica

ABOUT JESSICA ALBON

Originally from California, I currently make my home in the rolling foothills of North Carolina. **In my spare time, I kill plants (not on purpose), knit (badly), and throw tennis balls for my dog (endlessly).**

I've been doing this work since college—excavating the who, what, where, and why of businesses all around the world. I'll never forget getting an email in 2001 from New Zealand (from *Products from New Zealand*) asking if I'd create an email newsletter for them. More international clients followed and I've gotten really good at creating work that communicates in a global context.

I lead a team of digital rabble rousers—we're here to create work with a big impact and we happen to like doing that on the internet. We **design websites, blogs and email newsletters** and also fill those websites, blogs and email newsletters with **astoundingly good content**.

My expertise is predominantly in communication, in the broadest sense—the way design communicates, the way copy communicates, the way silence communicates. It's good work, and I've enjoyed sharing a piece of it with you here.

If you'd like to contact me, you're welcome to send me an email at jcalbon@gmail.com or give me a call at 336-793-4732. You should follow me on Twitter at <http://www.twitter.com/thriveyourtribe> and visit me online at <http://www.thriveyourtribe.com>.