



## Social Media VIP Day Application

Please fill out this form as completely as possible and email to [Info@KristenRDesign.com](mailto:Info@KristenRDesign.com) 3 weeks prior for desired VIP Day

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Years in Business: \_\_\_\_\_ Website: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

City, State (or location): \_\_\_\_\_

When would you like your VIP Day? Please list 4 options. VIP Days are on Tuesdays and Thursdays from 9am-3pm.

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

1. Briefly describe your business.

---

---

2. What is the biggest challenge with social media that you are facing right now?

---

---

3. Why are you on social media? \_\_\_\_\_

Los Angeles, CA • Jacksonville, NC • Kaneohe, HI

E-mail: [Info@KristenRDesign.com](mailto:Info@KristenRDesign.com) • (808) 672-2812



4. What do you hope to accomplish during our VIP Day together?

---

---

5. What have you done so far to get your social media campaign started?

---

---

6. Do you have a Facebook Business/Fan Page that you are currently using for your business and if so, what is the address? (Example: www.Facebook.com/username)

---

7. Are you currently using any of the following tools?

	Yes	No	
Google+	<input type="checkbox"/>	<input type="checkbox"/>	
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	if yes, Pinterest name: _____
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	if yes, Twitter name: _____
YouTube Channel	<input type="checkbox"/>	<input type="checkbox"/>	
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	if yes, Instagram name: _____

8. Please list the number of fans/“likes”, connections, followers, and subscribers you have:

Facebook Fans: \_\_\_\_\_      Twitter Followers: \_\_\_\_\_      LinkedIn Connections: \_\_\_\_\_

Pinterest Followers: \_\_\_\_\_      YouTube Subscribers: \_\_\_\_\_      Instagram Followers: \_\_\_\_\_

Los Angeles, CA • Jacksonville, NC • Kaneohe, HI

E-mail: [Info@KristenRDesign.com](mailto:Info@KristenRDesign.com) • (808) 672-2812



9. What is your ultimate goal with your social media campaign – more customers, more exposure, automate your sales, etc?

---

---

10. Who do you consider to be your competitors? (specific or general)

---

---

11. How much time have you been spending on your social media marketing? (Circle one)

1-2 hrs per week      3-4 hrs per week      5-6 hrs per week      6-8 hrs per week

Do you want to increase or decrease the amount of time that you are spending on social media?

---

12. Please answer the following questions below. Are you:

	Yes	No
Open to sharing the <b>personal side</b> of your business/product online?	<input type="checkbox"/>	<input type="checkbox"/>
OK with giving <b>free advice</b> (in posts) that do not pitch your services?	<input type="checkbox"/>	<input type="checkbox"/>
Willing to <b>engage in public conversation</b> with leaders in your field?	<input type="checkbox"/>	<input type="checkbox"/>
Willing to learn <b>new ways of marketing</b> that are different?	<input type="checkbox"/>	<input type="checkbox"/>

13. Do you have a **marketing budget**? How much are you **willing to spend** on social media?

---

Los Angeles, CA • Jacksonville, NC • Kaneohe, HI

E-mail: [Info@KristenRDesign.com](mailto:Info@KristenRDesign.com) • (808) 672-2812



14. On a scale of 1 to 10 (1 being the least), **how patient of a person are you?**

---

15. When it comes to making decisions, check which describes you best:

- I move on an idea immediately (within days)
- I process, plan, and then take action (within weeks)
- I analyze and wait for more decisiveness (within months)
- I get scared and frozen and seldom take action.

16. If you could wave a magic wand and change 3 things in your business or life over the next 6 months, what would they be?

---

---

17. Imagine your business 1 year and 5 years from now. What would you like to be celebrating?

---

---

18. Anything else we need to know to make this session successful for you?

---

---

Thank you and we look forward to working with you!

Los Angeles, CA • Jacksonville, NC • Kaneohe, HI

E-mail: [Info@KristenRDesign.com](mailto:Info@KristenRDesign.com) • (808) 672-2812