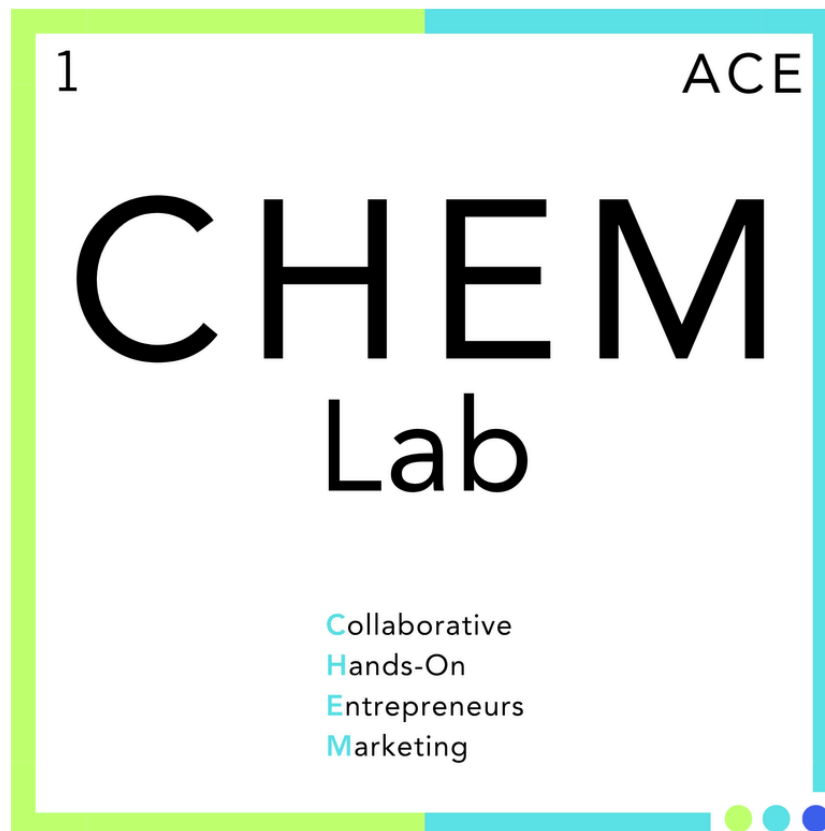


ACE CHEM Lab

Collaborative Hands-on Entrepreneur Marketing Lab

Member Welcome Guide



Facilitated by Heather McGlone

Founder and Chief ACE-Kicker
ACE Strategies

KickACEStrategies.com
Amplify. Cultivate. Engage.

Welcome to the Lab!

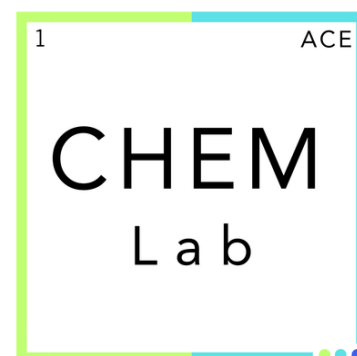
You just made one of the best decisions for your marketing and your business. Welcome to the founding cohort of ACE CHEM Lab, where marketing actually gets done. (Shocking, I know!)

You are part of the founding cohort, the first group to ever walk through these doors. That matters. Your energy, your feedback, and your wins will shape what CHEM Lab becomes. This guide has everything you need to get the most out of your first session and every session after that.

What You Just Joined

ACE CHEM Lab is a monthly two-hour work session where you show up with a marketing goal and leave with it done. Not planned. Not outlined. Done. Before each session, you complete a short focus form. You choose your goal for the month. You arrive knowing exactly what you're working on. Then you work in a room full of other entrepreneurs doing the same thing - with Heather right there, helping, guiding, and answering questions the whole time. Two hours later, you walk out the door with something finished.

The actual work. Done, and done well. Every session also includes a quick tip from Heather: a new tool, a trend, or a feature worth knowing about. Because staying current is part of staying competitive.



Your Session Dates

Choose the format that works best for you each month. Switch between formats any month you want. The most important part is that you show up.

Zoom Sessions

2nd Thursday | 11am to 1pm ET
September 10, 2026
October 8, 2026
November 12, 2026

In-Person Sessions

3rd Tuesday | 8:30 to 10:30am ET
September 22, 2026
October 20, 2026
November 17, 2026

Your Founding Member Perks

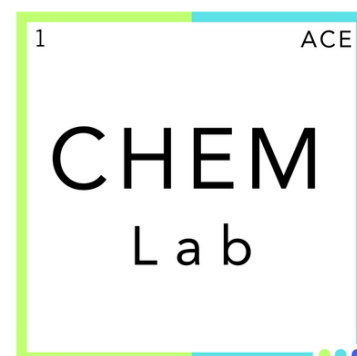
As a Founding Member, you have locked in \$279/quarter for life as long as you maintain your membership. No price increases. Ever.

No exceptions. You are grandfathered in forever. You also get ACE Engage, our LinkedIn commenting tool, for \$39/mo.

Get ACE Engage Now!



Use code **TAKE40OFF** at signup.
That's **more than half off** the
standard subscription.



kickacestrategies.com
Amplify. Cultivate. Engage.



Before Every Session

Your Focus Form

This is the secret weapon of CHEM Lab.

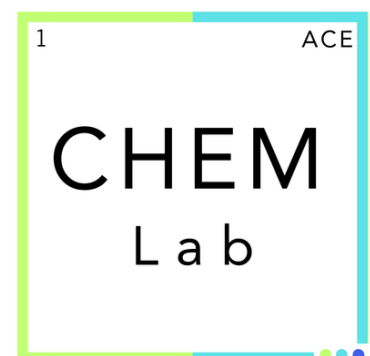
The week before each session, you will receive a short focus form. Complete it before you arrive. It takes five minutes and ensures you walk in the door knowing exactly what you're working on.

No more spinning wheels. No starting from scratch. Just two focused hours to get sh*t done!

Ideas to Get You Started

Not sure what to tackle first? Here are some ideas:

- 30 days of LinkedIn posts
- An email welcome sequence for new clients
- A campaign for a new service or offer
- Your content calendar for the next quarter
- A LinkedIn strategy for the next 90 days
- Social media graphics and templates
- A lead magnet or opt-in offer
- Website copy for a new page
- An email newsletter template
- Anything marketing-related that keeps getting pushed aside



Your CHEM Lab Community

Your CHEM Lab community is where the magic continues between sessions. You will receive a separate email with your community login details.

Inside the community, you will find:

- Monthly focus forms before each session
- Zoom links for each Zoom session
- Heather's monthly tip - a new tool, trend, or feature worth knowing about
- A space to share wins, ask questions, and connect with fellow lab members

What to Bring

Zoom Sessions

- Laptop or desktop (not a phone)
- Your focus form, completed
- Marketing assets: logins, brand colors, content drafts
- Good juju
- Your favorite beverage

In-Person Sessions

- Laptop or desktop
- Your focus form, completed
- Marketing assets: logins, brand colors, content drafts
- Good juju
- Yourself - we'll have coffee waiting!



Questions? We've Got You.

Reach out to Heather directly at Heather@KickACEStrategies.com.
We're glad you're here and can't wait to build with you.

See you in the lab!

Heather McGlone

Founder and Chief ACE-Kicker,
ACE Strategies

Heather@KickACEStrategies.com

