

# Syllabus



## The Perfect Marketing Leader

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- What Marketing Really IS + ISN'T
- Who Marketing Leaders Need To Serve To Scale
- Marketing's Function In A Company
- Growth Marketing vs Scaling Marketing
- Scaling Org Charts For All Online Business Types
- Your Role vs Your Marketing Centric Visionary's Role
- Managing In All Directions
- Green, Yellow, Red Card Resolutions

## The Perfect Marketing Team

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- Perfect Marketing Department Trifecta
- Best Meeting Cadence for Marketing Departments
- How To Be Scrappy, Not Stupid With Limited Resources
- Long-Term Saves vs Scaling Splurges
- Ideal Rainmaker Day Schedule
- Safe + Transformational Team Member 1:1s
- Recruiting + Retaining A-Players
- Managing Creative Geniuses
- Swiss Army Knife Toolkit



## The Perfect Marketing Factory

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- Preventing Content Creator Fatigue
- Content Monetization
- Queen Bee Hub + Spoke Content Model
- Ideal Traffic Playbook for Online Businesses
- Leveraging Your Traffic To Multiply ROI
- New Consistent Content Distribution Workflow
- Brand Guardianship

## The Perfect Marketing Launch

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- Launch PTSD Cure
- 4 S's For True Launch Leadership
- 7-Figure Launch Playbook Template
- Launch Meeting Cadence
- QA Buddy System
- Underperforming Launch Save Techniques
- Launch Incentives, Unity, and Celebrations
- Turning ADHD Overwhelm Into Genius

## The Perfect Marketing Roadmap

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- 12 Months of Marketing Success
- Small Business Marketing vs Scaling Marketing
- Pivoting After A Bad Quarter
- Re-Launching Existing vs Making New Products
- Secret to Evergreen Success



# Ready To Transition From The Full-time Marketer To Full-time **Founder** Of Your Own Business?

LET ME TRAIN YOUR NEXT MARKETING LEADER INSIDE...

## *the* rainmaker residency



It's time to pass the baton to a marketing leader that takes initiative to strategize company growth...so you don't have to be the only one making money for your company

**APPLY TODAY**