

# Marketing Mastery



## 2-Day (live) Marketing Mastery Master Class

Over the course of 2 days, we'll guide you through 8 specifically designed modules on the foundations of marketing to scalability. You'll leave with a new understanding of Marketing Mastery for your business.

(see module breakdown below)



## Module 1:

### **The Fundamentals**

In this module, we cover the process of becoming a Marketing Investor, Define Key Marketing Terms, and cover the importance of Measurement and Tracking. Every module is built from this fundamental building block.

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## Module 2:

### **The Offer**

This module covers what you sell. We cover the problems your product or service solves and for who. We review the equation to create unbeatable value and how to split your 'core offer' from your 'engagement offer'.

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## Module 3:

### **The Consideration System (Relationship Development)**

Throughout this module, we map out the consideration phase for your ideal customer. We review various options for prospects to 'opt in', how to set up your database, create value, and build your content ecosystem.

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## Module 4:

### **The Sales System**

The best marketing systems are deeply integrated with sales. Today, prospects can be up to 90% of the way through a sales process before they ever meet with a sales team member. Due to this, the sales system must merge with marketing. In this segment, we cover data collection, sales psychology, and how to get prospects to make a purchasing decision.

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## Module 5:

### **Developing Your Distribution Hub**

This module is all about the most popular concept in marketing - gaining traffic and acquiring leads. In this segment, we cover your three audience levels (top of funnel, middle of funnel, and bottom of funnel), how to clarify your target market, building a database that you own, and the core ways to generate leads.

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## Module 6:

### **Content**

Content comes in many forms, but all content serves a common purpose - grab the attention of your target audience, reel them in with a story, and provide an opportunity to take a next step. In this module, we cover how to create consistent content, ways to drive value, and the best way to get started. BONUS - we will discuss how run tests of your content to achieve maximum results.

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## Module 7:

### **Putting it all Together**

With the understanding of modules 1-6, we now have the base to build a marketing plan. In this segment, we cover the buildout of your marketing

## Module 8:

flowchart, designing a standard marketing calendar you can actually follow, identifying the appropriate systems, and a bit on automation.

### Scale

In this final module, we cover the most important piece of marketing as you build your business - scale. In this segment, we take our learnings from the previous modules to expand our testing, improving what is working and cutting what is not, and scaling each lead strategy for maximum gain. We also cover building leverage (AI, automations, building a team, etc.) and how to reinvest for greater profits.

