

# **ABQ LEAP: Enterprise Mastery Syllabus**

*Learn to Create & Manage a fully functional Online Enterprise in 16 Weeks!*

## **Week 1: Contacts Management**

1. ☐ Enter new contact(s) into your XpanZion system (Back Office > Contacts)
2. ☐ Pick a domain name (if you don't already have one)
3. ☐ Decide what email boxes you want
4. ☐ Export your contacts from your current email provider(s)  
(save as .csv file on portable flashdrive)

## **Week 2: Sales/CRM**

5. ☐ Layout your entry level sales process (with pencil and paper, draw it out)
6. ☐ Setup your entry level sales process in XpanZion (Back Office > Sales > Your Pipeline)
7. ☐ Set Sales Teams & Sales Person(s) (Back Office > Settings > General Settings)
8. ☐ Set Master Time Zone (Back Office > Settings > General Settings)

## **Week 3: Calendar**

9. ☐ Enter your meetings and appointments in XpanZion (Back Office > Calendar)
10. ☐ Connect your Google Calendar (Back Office > Settings > General Settings) (optional)

## **Week 4: Blog Construction**

11. ☐ Name Your Website (Back Office > Website Admin > Configuration)
12. ☐ Add social media links (Back Office > Website Admin > Configuration)
13. ☐ Create Blogs (categories) you need (Back Office > Website Admin > Blogs)
14. ☐ Create your first Blog (Content > New Blog Post)
15. ☐ Custom features for Blogs & Posts (Customize Menu)
16. ☐ Add Blog Tags (Website Admin > Blog Tags) (optional)

## **Lab #1**

17. ☐ Import your contacts into XpanZion
18. ☐ Point your domain name to your XpanZion website
19. ☐ Create your Users and set permissions

## **Week 5: Website Builder**

20. ☐ Layout your Website (with pencil and paper, draw it out)
21. ☐ Configure your company data (Back Office > Settings > General Settings)
22. ☐ Add your Logo (Settings > General Settings > Configure your company data)
23. ☐ Add your Tagline (Settings > General Settings > Configure your company data) (optional)
24. ☐ Build framework and add basic copy for Homepage and About Page (Back Office > Website)
25. ☐ Add images, videos or other media
26. ☐ Add a new page (Content > New Page)
27. ☐ Edit your Menu (Content > Edit Menu)
28. ☐ Choose a new Website Theme (Customize > Customize Theme)

## **Week 6: SEO Basics**

29. ☐ Decide Keywords and enter SEO information on pages and blogs (Promote > Optimize SEO)

## **Week 7: Writing for the Web**

30. ☐ Enhance the content on your pages

## **Week 8: Surveys**

31. ☐ Create your first Survey (Back Office > Surveys)

## **Lab #2**

32. ☐ Set up your XpanZion Email boxes and Email forwarding
33. ☐ Test your Contact Form on your website

## **Week 9: Events**

34. ☐ Create your first Event (Back Office > Events)
35. ☐ Custom features for Events (Customize Menu)

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## **Week 10: E-Commerce**

- 36. ☐ Create your first Product (Back Office > Sales > Products)
- 37. ☐ Custom features for Shop, Product Pages and Cart Page (Customize Menu)

## **Week 11: List Management**

- 38. ☐ Create a new Mailing List (Back Office > Mass Mailing > Mailing Lists)
- 39. ☐ Add a Mailing List subscription box to pages and/or blogs (Back Office > Website)

## **Week 12: Subject Lines & Headlines**

- 40. ☐ Add and/or improve Headlines on your pages and blogs

## **Lab #3**

- 41. ☐ Set up Payment Processing (ie. PayPal)
- 42. ☐ Run a test transaction

## **Week 13: Newsletter**

- 43. ☐ Create your first one-time email message (Back Office > Mass Mailing > Mass Mailings)
- 44. ☐ Send email to a test list

## **Week 14: Lead Magnets**

- 45. ☐ Design/Create your Lead Magnet

## **Week 15: Auto Responder**

- 46. ☐ Layout your entry level auto responder (with pencil and paper, draw it out)
- 47. ☐ Create a new Automated Mailing List & Campaign (Back Office > Mass Mailing > Mailing Lists)
- 48. ☐ Layout your 4-step email nurture sequence (with a pencil and paper, draw your outline)
- 49. ☐ Write your 4-step Email Nurture Sequence
- 50. ☐ Create the first mail in your sequence, duplicate & modify for the rest – Activate Mails (Back Office > Mass Mailing > Mass Mailings)
- 51. ☐ Connect your 4-step Email Campaign (Back Office > Lead Automation > Campaigns)

## **Week 16: Funnel Buildout**

- 52. ☐ Create your Opt-in Page (optional – can use any page)
- 53. ☐ Create your Confirmation Page
- 54. ☐ Create your Value Delivery Page
- 55. ☐ Create Sales Page
- 56. ☐ Add Mailing List subscription box on your Opt-in Page
- 57. ☐ Add Confirmation Page redirect to your Mailing List
- 58. ☐ Add your Lead Magnet to the Value Delivery Page
- 59. ☐ Add link(s) to your shop or product page to your Sales Page

## **Lab #4**

- 60. ☐ Complete Auto Responder & Entry Level Funnel