

## ABQ LEAP - 2018 Fall Momentum Mondays Class Schedule + Attendance Checklist

### Marketing Mastery

### Enterprise Mastery

October 1, 2018	Week 1:	_____ <i>Ideal Client</i>	_____ <i>Contacts Management</i>
October 8, 2018	Week 2:	_____ <i>Symptoms &amp; Problem</i>	_____ <i>Sales/CRM</i>
October 15, 2018	Week 3:	_____ <i>End Result &amp; Desired Outcome</i>	_____ <i>Calendar</i>
October 22, 2018	Week 4:	_____ <i>Solution &amp; Irresistible Offer</i>	_____ <i>Blog Construction</i>
October 29, 2018	Week 5:	_____ <i>Outlining the Hero's Journey</i>	_____ <i>Website Builder</i>
November 5, 2018	Week 6:	_____ <i>Hero's Journey Stages</i>	_____ <i>SEO Basics</i>
November 12, 2018	Week 7:	_____ <i>Outlining the Customer's Journey</i>	_____ <i>Writing for the Web</i>
November 19, 2018	Week 8:	_____ <i>Bird's Eye View</i>	_____ <i>Surveys</i>
November 26, 2018	Week 9:	_____ <i>Sales Page: What is it?</i>	_____ <i>Events</i>
December 3, 2018	Week 10:	_____ <i>Sales Page: W.I.I.F.M.?</i>	_____ <i>E-Commerce</i>
December 10, 2018	Week 11:	_____ <i>Sales Page: What about it?</i>	_____ <i>Lists Management</i>
December 18, 2018	Week 12:	_____ <i>Sales Page: How do I buy?</i>	_____ <i>Newsletters</i>
January 7, 2019	Week 13:	_____ <i>Funnel: Opt-in Page</i>	_____ <i>Subject Lines &amp; Headlines</i>
January 14, 2019	Week 14:	_____ <i>Funnel: Confirmation Page</i>	_____ <i>Lead Magnets</i>
January 21, 2019	Week 15:	_____ <i>Funnel: Value Delivery Page</i>	_____ <i>Auto Responder</i>
January 28, 2019	Week 16:	_____ <i>Funnel: Nurturing Email Sequence</i>	_____ <i>Funnel Build-out</i>