ABQ LEAP: Enterprise Mastery Certification Checklist
Learn to Create & Manage a fully functional Online Enterprise in 16 Weeks!

Week 1: Contacts Management
1. ❑ Creating Contacts (Back Office > Contacts)
2. ❑ Use tags for categorizing you contacts
3. ❑ Pick a domain name (if you don't already have one)
4. ❑ Decide what email boxes you want
5. ❑ ***ACTION:** Enter your first contacts in XpanZion & Export contacts from current email provider(s) (save as .csv file on portable flashdrive & email to IDSP)

Week 2: Sales/CRM
6. ❑ Layout your entry level sales process (with pencil and paper, draw it out)
7. ❑ Setup your entry level Sales Pipeline (Back Office > Sales > Your Pipeline)
8. ❑ Set Sales Teams & Sales Person(s) (Back Office > Settings > General Settings)
9. ❑ Set Master Time Zone (Back Office > Settings > General Settings)
10. ❑ ***ACTION**: Set up your entry level Sales Pipeline in XpanZion

Week 3: Calendar
11. ❑ Creating Meetings and Appointments (Back Office > Calendar)
12. ❑ ***ACTION:** Schedule your first meetings and appointments in your XpanZion Calendar

Week 4: Blog Construction
13. ❑ Name Your Website (Back Office > Website Admin > Configuration)
14. ❑ Add social media links (Back Office > Website Admin > Configuration)
15. ❑ Create Blogs (Categories) - (Back Office > Website Admin > Blogs)
16. ❑ Create a Blog (Content > New Blog Post)
17. ❑ Custom features for Blogs & Posts (Customize Menu)
18. ❑ Add Blog Tags (Website Admin > Blog Tags) (optional)
19. ❑ ***ACTION:** Create your first Blog in XpanZion

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 > Cofigure 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)
29. ❑ ***ACTION:** Create your Homepage & About Page; Create New Page; Edit Menu; Choose Theme

Week 6: SEO Basics
30. ❑ Decide Keywords and enter SEO information on pages and blogs (Promote > Optimize SEO)
31. ❑ ***ACTION:** Optimize your Homepage, About Page and Blogs

Week 7: Writing for the Web
32. ❑ Create captivating copy for your pages and blogs
33. ❑ ***ACTION:** Enhance the copy on your pages and blogs (unique marketing message/keywords)

Week 8: Surveys
34. ❑ Creating Surveys (Back Office > Surveys)
35. ❑ ***ACTION:** Create your first Survey in XpanZion

Week 9: Events
36. ❑ Creating Events (Back Office > Events)
37. ❑ Custom features for Events (Customize Menu)
38. ❑ ***ACTION:** Create your first Event in XpanZion

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Week 10: E-Commerce
39. ❑   Creating Products (Back Office > Sales > Products)
40. ❑   Custom features for Shop, Product Pages and Cart Page (Customize Menu)
41. ❑   ***ACTION:** Create your first Product and Publish it on your Website

Week 11: List Management
42. ❑   Creating Mailing Lists (Back Office > Mass Mailing > Mailing Lists)
43. ❑   Adding a Mailing List subscription box to pages and/or blogs (Back Office > Website)
44. ❑   ***ACTION:** Create your first mailing list in XpanZion and add a subscription box to a page

Week 12: Subject Lines & Headlines
45. ❑   Write Captivating Headlines for pages, Titles for Blogs and Subject Lines for Emails
46. ❑   ***ACTION:** Add and/or improve Headlines on your pages and blogs

Week 13: Newsletter
47. ❑   Creating Mass Mailings (Back Office > Mass Mailing > Mass Mailings)
48. ❑   ***ACTION:** Create your first one-time email message in XpanZion; Send to a test list

Week 14: Lead Magnets
49. ❑   ***ACTION:** Design/Create your Lead Magnet

Week 15: Auto Responder
50. ❑   Layout your entry level auto responder (with pencil and paper, draw it out)
51. ❑   Create a new Automated Mailing List & Campaign (Back Office > Mass Mailing > Mailing Lists)
52. ❑   Layout your 4-step email nurture sequence (with a pencil and paper, draw your outline)
53. ❑   Write your 4-step Email Nurture Sequence
54. ❑   Create the first mail in your sequence, duplicate & modify for the rest – Activate Mails
       (Back Office > Mass Mailing > Mass Mailings)
55. ❑   Connect your 4-step Email Campaign (Back Office > Lead Automation > Campaigns)
56. ❑   ***ACTION:** Create your first Automated Email Sequence in XpanZion

Week 16: Funnel Buildout
57. ❑   Create your Opt-in Page (optional – can use any page)
58. ❑   Create your Confirmation Page
59. ❑   Create your Value Delivery Page
60. ❑   Create Sales Page
61. ❑   Add Mailing List subscription box on your Opt-in Page
62. ❑   Add Confirmation Page redirect to your Mailing List
63. ❑   Add your Lead Magnet to the Value Delivery Page
64. ❑   Add link(s) to your shop or product page to your Sales Page
65. ❑   ***ACTION:** Create your first Sales Funnel in XpanZion

Enterprise Mastery Certificate
ABQ LEAP
League of Enterprise Accredited Professionals
ABQ LEAP Enterprise Mastery Program
Spring Session - 2018

This Certificate of Achievement in the League of Enterprise Accredited
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On this day:
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