

# **ABQ LEAP: Enterprise Mastery Syllabus**

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

## **Week 1 – Contacts Management: *Turn Business Cards into Cash***

In this class, we will be learning Contacts Management and how to categorize your contacts using tags in your Xpanion Platform. Segmenting your contacts will give you the ability to communicate much more intimately so they will feel like you are speaking directly to them. Your contacts are your most valuable resource for sales and guidance for developing your services and offers.

## **Week 2 – Sales/CRM: *Using CRM to Turn Leads Into Sales***

In this week's training, we are learning to use the Sales & CRM application to set up your sales pipeline and help with your organization and keeping track of your leads and opportunities through your sales process.

## **Week 3 – Calendar: *Scheduling Your Success***

This week, we are learning to use the Calendar and Scheduling application in the XpanZion Platform to help with your organization and keeping track of your meetings, events and appointments. The calendar in your system is able to integrate with Google Calendar.

## **Week 4 – Blog Construction: *Claiming Your Authority***

This week we are learning Blog Construction and how blogs can be a way to express your creativity while having fun. Blogs are great for increasing your website visibility with back links, establish your expertise, engage your audience through education, entertainment, recommendations, etc and assisting you in list building.

## **Week 5 – Website Construction: *Build the Website You Love***

This week we are learning Website Construction and how a website can deliver the content the visitor came for while directing them easily to the call to action that they are looking for. Maximize the effectiveness of your website by considering subscriptions and lead magnets for list building.

## **Week 6 – SEO Basics: *Make Yourself Visible for People who Need You***

This week we are learning how to incorporate SEO in building your website. Focusing on keywords and page optimization that Google and other search engines notice will bring more visitors to your website. You will experience how easy the SEO tools are to use to help you get more exposure.

## **Week 7 – Writing for the Web: *Website Copy that Converts***

This week, we are learning writing for the web basics. In our fast paced world, readers decide if a web page is what they are looking for in the first 3 seconds! Developing web writing skills is important for catching the reader's attention, communicating benefits and showing them that your solution is what they need.

## **Week 8 – Surveys: *Qualifying Your Leads***

This week, we are learning how to use surveys to find out what your customers really need so you can build custom packages for them! Surveys can also be used as a lead magnet to collect email addresses and build your mailing lists.

## **Week 9 – Events: *Managing Ticket Sales & Registration***

This week we are learning how to use events to gather more potential clients at one time to educate them about your products and services, show them the benefits and results you can deliver and present your offer as the solution to their problem. Events are also an opportunity for joint-venture partnerships, guest speaking opportunities and co-promotions to reach a wider audience.

## **Week 10 – E-Commerce:**

This week, we are learning to build your shopping cart to enable sales and allow you to generate income from products, services and events. With E-Commerce, your store never closes, so you can make sales 24/7/365!

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### **Week 11 – Lists Management: *Segmenting for Intimacy in Communication***

This week we are learning List Management which will give you a foundation for building list segments with your website so you can be more focused in your marketing. Focused marketing brings intimacy to your message and makes the recipient feel like your message is written specifically for them and cause them to self-select themselves for your products, programs or services.

### **Week 12 – Subject Lines & Headlines: *Keeping the Attention of your Website Visitors***

This week, we are learning to write captivating subject lines & headlines. Captivating subject lines are vital for getting recipients to open your emails. You will also learn the top "spam trigger" words to avoid in your subject lines to ensure that your mails have the highest probability of getting into your recipient's inbox.

Headlines are important for drawing attention to sections of your website and for breaking up your page to create negative space so your website content is easier to consume. In a world where attention spans are getting shorter and shorter, it is important to use attractive headlines to keep your visitors engaged and navigating your website.

### **Week 13 – Newsletters: *Continuing the Conversation and Engagement with your Audience***

This week we are learning Newsletter Management and how newsletters can engage your audience through education, entertainment, recommendations, etc and assist you in list building.

### **Week 14 – Lead Magnets: *Giving Value***

This week, we are learning about lead magnets and the importance of offering something of value as a free gift for the visitors to your website in exchange for their contact information. Lead magnets build trust and are vital for list building and continuing to build relationships through follow up email messages.

### **Week 15 – Auto Responder:**

This week, we are learning to use Auto Responders and Lead Automation in your XPANZION Platform. Your Auto Responder can deliver your free offer from your Lead Magnet. Auto Responders save time and help to convert leads into customers by continuing to communicate with your visitors once your campaign is programmed.

### **Week 16 – Funnel Build-out:**

This week, we will take all the pieces we have built in previous weeks and put them together to build-out your automated marketing funnel. We will construct your opt-in page connected to your automated email list, your confirmation page, and your value delivery page with your free gift. When we are done, your website visitors will be able to sign up for your free gift and land on a confirmation page. Meanwhile, they will receive an email with the link to your value delivery page in the inbox they provided.



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