

# POWERFUL MARKETER PROGRAM

## Answers to the most common questions

Choosing to invest in yourself or in your employee's growth is a courageous decision. And if done thoughtfully, it will result in a high return on investment! We are delighted that you want to better understand whether the Powerful Marketer Program is a good fit for you or your employee. Here are the answers to some of the most common questions that people interested in the Powerful Marketer Program have asked.

### 1. What does the Powerful Marketer Program help me achieve?

The focus of the program is equally on your professional AND personal growth because both are necessary for your long-term success and happiness. So, be prepared to work on your anxiety, to overcome disabling habits, to build your confidence and to take full responsibility for your dreams and for your life. As a result of completing the program, you will know how to navigate the ever-changing waters in business and in life. You will feel more in control of your time, performance, and results. You will know how to build a powerful marketing strategy and how to implement it by holding yourself and your teammates accountable.

### 2. Why should I invest in this program?

First and foremost, it helps you save time! The content of the program is based on more than 200 resources, including timeless academic knowledge and research, as well as powerful principles of today's most influential thought-leaders. While it is possible for you to discover all this knowledge through your own research, it has taken us over 10 years to combine these theoretical aspects into one logical system. The 5 modules in the program have been carefully crafted to not only inspire you, but to provide you with practical tools that enable you to become more systematic, efficient, productive and therefore happier as marketer! Here are a few examples of the experts whose knowledge we have integrated into this program:

- **psychologists**, such as Daniel Kahneman, Carol Dweck, Dan Ariely;
- **marketers**, such as Seth Godin, Philip Kotler, Gerald Zaltman;
- **powerful leaders**, such as Brian Tracy, Lewis Howes, Rory Vaden, Robert Kiyosaki, Hal Elrod, John Maxwell, Simon Sinek and many-many more!

### 3. Who should pay for the program – the employer or the participant?

It is a marketing-oriented self-development program, i.e. the focus is on the growth of the marketer both personally and professionally. About 50% of the program focuses on self-development, and the other 50% on the development of professional skills and knowledge as a marketer. So, if it comes down to who should pay for the course, one solution is to distribute the cost 50-50. However, if you join this program



with the ambition to grow into a freelancer or an entrepreneur, then it is wise to take it as an investment in yourself and therefore cover the whole cost.

#### 4. Does it make sense to join if I am from a start-up company?

If what you look for is an overall understanding of the integral role of marketing in business, and you aim to build a solid strategy that supports your business launch or product/service launch, then this program is ideal for you. While it may seem like a big investment if you are just starting out, then on the other hand, you get to build everything from scratch and actually do it right! The knowledge we have combined and the practical tools and templates we have built enable you create powerful systems and consistent plans, while testing and figuring out what it is that works best for your start-up!

#### 5. If my company does not have a marketer, then who and why should join?

Whether you have a marketer or not, there is definitely someone in your company who knows what the vision for the business is, who the competitors are, who the target audience is, and why the target audience should choose your company. Most likely it is you – as business owner or CEO – and if you want to grow your business strategically, then you need to understand what is possible in marketing and how you could benefit from it. By understanding the big picture, you will realize what are the unutilized opportunities in your marketing right now, and how you could fill these gaps. Remember, well-planned, systematic and consistent marketing activities are never an expense, but an investment.

#### 6. I already have a broad understanding of fundamentals in marketing, what I look for is specific techniques. Is PMP for me?

The Powerful Marketer Program is unique because it focuses on you as a **MARKETER** and on how you can empower yourself to achieve your goals both personally and professionally. Going through the program means embarking on the journey of self-discovery and self-improvement. That is why the program is most helpful for marketers who have at least 3-5 years of experience, typically feel overwhelmed due to a never-ending workload, constantly multitask, struggle with anxiety, lack confidence, and feel that they are not in control of their time, results and happiness. It is not a quick-fix-type-of-course, but a transformation of your work- and lifestyle. Therefore, this course does not focus on teaching you specific technical skills, e.g. setting up Google Ads campaigns, but it gives you an overview of what is possible, helps you to figure out your path as marketer, and empowers you as a person to make it all happen!

#### 7. What to do if everybody in the business is busy with their own projects and nobody has time to take this program on?

The question is – are people busy being busy, or are they productive? Is there an overall understanding of what everybody aims to achieve with their independent projects? Do these projects align with the vision of the company and help achieve the business' goals? If yes, then that is great! If not, then a strategic approach is needed to become more resource-effective as a company and to generate desired results. Do you believe that your team could improve through clear communication of strategy, consistent joint efforts towards goal-achieving, and metrics that measure progress? If yes, then the Powerful Marketer Program will help you do just that.



#### 8. Now is not a good time to join. Can I join later?

This is completely understandable - usually people plan a long time ahead for commitments like this, and this opportunity came out of nowhere. There is never an easy time for change because change requires us to move out of our comfort zone. So, the real question here is how bad do you want the change? If you know that you need it, then why postpone your happiness? For most students, the program requires around 2-3 hours per week, which means 17-25 minutes per day. Can you find half an hour each day to focus on your personal and professional growth? We believe you can!

#### 9. Is the program worth the investment?

If you join the program with the intention of fully committing to your growth and understand the effort and time that is required from you, then absolutely the program is worth the investment. The program will work for you if you put in the work!

#### 10. Who is this program created by?

The Powerful Marketer Program was created by ambitious, results-driven, and growth-oriented entrepreneurs and marketers who are continuously working on achieving their professional and personal goals. The team consists of **experienced entrepreneurs** (15+ years) and **active marketing practitioners** from Estonia (Mari-Liis Vaher, Riho Vaher, Laura Kukemelk), a **business & communication consultant** from Spain (Nathan Manzanque) and a renowned **crisis psychologist** and lecturer from Tallinn University with 20+ years of experience (Tiina Naarits-Linn). Tiina reviewed the entire structure of the program from the psychological point of view, ensuring that it supports the powerful growth of every student. Since the launch of the program, the team has expanded in terms of coaches, all of whom have extensive sales & marketing experience.

Start your growth journey today!

