

# WELCOME TO THE Powerful Marketer Program

Here is a quick overview of what you can expect as you join the program. It is built as one logical learning process with **5 pillars** to empower you to build the career and life of your dreams.

Going through the program will help you to regain control over your life and work, as you feel well-equipped to handle any situation you may encounter personally or professionally.

## MODULE 1: Become in charge of your own GROWTH!

- Understand what your identity is based on and what your KPIs are;
- Conquer anxiety and learn to deal with confrontation;
- Boost your confidence and improve your physical and mental health.

Discover the exact strategies & psychological techniques of powerful marketers: Competency Test Tool, Meaningful Goals Generator, Personal Development Questionnaire, 8-8-8 Tool to live a more balanced life & plan your time. Benefit from the Anxiety Identification Tool, Personal KPI Creator and tangible techniques that help deal with confrontation.

**In total: 5 video lessons and 13 practical tools**

## MODULE 2: Gain CLARITY on the big picture of your business!

- Understand the fundamentals of marketing, sales and business;
- Generate ongoing success with the self-perpetual marketing concept;
- Learn how to perform a marketing audit;
- Improve your focus and brainstorm for unique ideas.

Discover the Business House Concept with the Client Journey Flywheel and get a free template for setting customer service standards (Corporate Style Manual). Use tangible easy-to-follow tools like Typical Marketing Decisions Tool, Competitors Mapping Tool, Competitor Research & Feedback Tools, Annual RESULT Audit Worksheet and much more!

**In total: 6 video lessons and 12 practical tools**

### MODULE 3: Get ORGANIZED in your marketing!



- Build a long-term marketing strategy and a tactical plan with the metrics and budgeting system to track your progress;
- Choose the right marketing channels for your business and create engaging content;
- Understand the basics of marketing legislation and trends to be able to make decisions that serve your business long-term.

Hit the nail on the head with our SMARKETING Principles & 12-month Marketing Plan with Metrics & Channels Comparison Tool. You can be sure you have a professional Content Creation Strategy & Plan template with Social Media Channels Comparison tools. Unlock Global Marketing Legislation Framework and Marketing Ideas with Foolproof Checklist together with Trends Validation Tool.

**In total: 6 video lessons and 12 practical tools**

### MODULE 4: Be a CONFIDENT and respected communicator!



- Understand how age, generation and personality type influence the way we communicate;
- Implement a powerful networking strategy to build and retain relationships with key people.

Use the Generations Identifier Tool together with the Approach Generator to master communication with people from different age groups. Learn to use the Network Depth & Width Assessment Tool, Network Audit & Game Changing Connectors List. Never doubt your networking skills ever again!

**In total: 5 video lessons and 9 practical tools**

### MODULE 5: Be EMPOWERED and empower others!



- Understand how age, generation and personality type influence the way we communicate;
- Implement a powerful networking strategy to build and retain relationships with key people.

Learn how to hold yourself and others accountable with the Powerful Success Process, and become a thought leader in your industry. Feel free to use our Inspirational Leadership Test, Accountability Questions to use for yourself or for others, a powerful system for your projects together with Accountability and Time Management Tips!

**In total: 6 video lessons and 8 practical tools**

