

DESIGN YOUR SMALL BUSINESS MARKETING FUNNEL

Course Schedule and Curriculum

Date	Time	Activity/Topic	Format
Saturday, April 15	10:30am-12:00pm	Module 1: Defining Your Target Audience <ul style="list-style-type: none"> • Welcome, program goals and expectations • Overview of defining characteristics • Goals and challenges • The places you'll find them • Putting together your Persona • Q&A 	60- to 90-min Zoom Video Conference
April 17-21	Individually Scheduled	Weekly 1:1 Coaching and Feedback Call	30-min Phone Call
Saturday, April 22	10:30am-12:00pm	Module 2: Positioning Your Brand to Win <ul style="list-style-type: none"> • What is positioning? • Transferring your target • Benefit • Reasons to Believe (RTBs) • Success criteria checklist • Q&A 	60- to 90-min Zoom Video Conference
April 24-28	Individually Scheduled	Weekly 1:1 Coaching and Feedback Call	30-min Phone Call
Saturday, April 29	10:30am-12:00pm	Module 3: Building Your Funnel <ul style="list-style-type: none"> • The marketing funnel explained • Funnel diagnostics and assessment • Selecting goals • Selecting tactics • Selecting metrics • Creating a monthly dashboard • Next steps and conclusion • Q&A 	60- to 90-min Zoom Video Conference
May 1-5	Individually Scheduled	Weekly 1:1 Coaching and Feedback Call	30-min Phone Call
May 5	9pm EST	Course Closes	n/a