



LEVEL UP

An Interactive Business Planning Workshop

COURSE SYLLABUS

Here is the course syllabus and what to expect during the Level Up Workshop. Replays of classes are always available afterwards in your virtual classroom. [Save this link](#) as this will be the virtual room for all the live classes and Q&As.

SESSION ONE: TUESDAY, FEBRUARY 18TH AT 7 PM ET

Zoom Link to Join: <https://zoom.us/j/441123508>

GETTING CLEAR: Let's get super clear on who you are, who you serve, and how you serve them. {We have to create your brand's identity}.

DECIDING WHAT TO SELL: Creating the right products and services for the right people. Let's create product and service packages that people need, want, and are willing to pay you for.

HOW TO GET CLIENTS & CUSTOMERS

{Because no clients=no business. Let's work on getting people to line up to buy from you.}

- Launch strategy
- Sales funnels
- Client and customer attraction activities
- Referral strategy

SESSION 2: FEBRUARY 25TH AT 7 PM ET

Zoom Link to Join: <https://zoom.us/j/441123508>

YOUR ONLINE PRESENCE {Having a website is like having a 24-hour salesperson, let's make sure your website is making you money while you sleep.}

YOUR GROWTH PLAN: Let's build your dream team.

- Building your dream team
- Marketing
- Contracts you need to have in place
- Protect + leverage your intellectual property
- 6-month action plan
- How to scale

BONUS TRAININGS:

SATURDAY, FEBRUARY 22ND AT 9AM ET

SATURDAY, FEBRUARY 29TH AT 9AM ET

Zoom Link to Join: <https://zoom.us/j/441123508>

- Creating a business schedule
- Passive Income Plan
- Mindset exercise/Journal entries
- Know your numbers