

Synergy National Business Development Community
E-Learning Marketing System

Syllabus 2018 *
January-November

The E-Learning system is a benefit to all members of Synergy National. It is a step-by-step process to help entrepreneurs and business owners develop and grow their businesses.

Month, Coach	Topic Areas	EL3M Session
January Paul Kilzer	<p>>> How customers make decisions about buying</p> <p>>> Marketing message strength</p>	<p>Friday, January 26, 2018 9:30 – 11:00 am</p> <p>Video #08: How and Why Your Ideal Customers Decide to Buy What You Sell -</p> <p>E-Class #08: How to Strengthen Your Marketing Message</p>
February Anthony Redic	<p>>> Compelling message</p> <p>>> Generating leads</p>	<p>Friday, February 23, 2018 9:30 – 11:00 am</p> <p>Video #09: How We Create a Compelling Message Your Market Will Respond To</p> <p>E-Class #09: How to Generate More Leads with Less Effort Right Now</p>
March Lillian Zarzar	<p>>> Competition-crushing sales # 1</p> <p>>> Marketing materials that work</p>	<p>Friday, March 30, 2018 9:30 – 11:00 am</p> <p>Video #10: How We Create a Competition-Crushing Sales Process Part 1 -</p> <p>E-Class #10: How to Create Marketing Materials that Work</p>

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April Paul Kilzer	<p>>> Competition-crushing sales # 2</p> <p>>> Sales process</p>	<p>Friday, April 27, 2018 9:30 – 11:00 am</p> <p>Video #11: How We Create a Competition-Crushing Sales Process Part 2 -</p> <p>E-Class #11: How We Create a Competition-Crushing Sales Process</p>
May Anthony Redic	<p>>> Competition-crushing sales # 3</p> <p>>> Writing headlines</p>	<p>Friday, May 25, 2018 9:30 – 11:00 am</p> <p>Video #12: How We Create a Competition-Crushing Sales Process Part 3 -</p> <p>E-Class #12: How to Write Headlines That Stop Them in Their Tracks</p>
June Lillian Zarzar	<p>>> Persuasive marketing</p> <p>>> Ads</p>	<p>Friday, June 29, 2018 9:30 – 11:00 am</p> <p>Video #13: How We Help You Write Persuasive Marketing</p> <p>E-Class #13: Marketing Materials – Ads</p>

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July Paul Kilzer	>> Marketing equation >> Copywriting	Friday, July 27, 2018 9:30 – 11:00 am Video #14 : Our Bulletproof Marketing Equation E-Class #14 : How to Be a Better Copywriter
August Anthony Redic	>> Elevator pitch >> Conversion rate	Friday, August 31, 2018 9:30 – 11:00 am Video #15 : How We Create Your Elevator Pitch Using Our Four-Part Process E-Class #15 : How to Increase your Conversion Rate
September Lillian Zarzar	>> Competition-crushing ads >> Lower cost of customers	Friday, September 28, 2018 9:30 – 11:00 am Video #16 : How We Design Competition-Crushing Ads E-Class #16 : How to Calculate and Lower the Cost of Your Customers

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Month, Coach	Topic Areas	EL3M Session
October Paul Kilzer	<p>>> Market-dominating websites – part 1</p> <p>>> Adding value to business</p>	<p>Friday, October 26, 2018 9:30 – 11:00 am</p> <p>Video #17: How We Design Market-Dominating Websites – Part 1</p> <p>E-Class #17: How to Add Value to Your Business</p>
Month, Coach	Topic Areas	EL3M Session
November Anthony Redic	<p>>> Market-dominating websites – part 2</p> <p>>> Increasing profits</p>	<p>Friday, November 30, 2017 9:30 – 11:00 am</p> <p>Video #18: How We Design Market-Dominating Websites Part 2</p> <p>E-Class #18: How to Increase Profit Tomorrow</p>

*** NOTES:**

- 1) Master Mind (EL3M) Session is conducted at the Synergy National Office 4200 Regent Street conference room, Easton
- 2) EL3M Sessions are the Last Friday of the month
- 3) No EL3M Session is scheduled for December – Enjoy the Holiday Season!
- 4) Syllabus is subject to change regarding coach scheduling