

Synergy National Business Development Community
 Synergy Academy
 Syllabus 2019 *
 January-November

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

Month, Coach	Topic Areas	SA3M Session
January Dawn Hackett	Introduction to Synergy Academy Review of Assessments Beliefs About Your Business	Friday, January 25, 2019 9:30 – 11:00 am Introduction to Synergy Academy and Assessments <u>How What You Believe Becomes a Reality</u>
February Anthony Redic	Business Vision (C1)	Friday, February 22, 2019 9:30 – 11:00 am <u>Creating a Vision for Your Business</u>
March Paul Kilzer	Goal Setting (C4)	Friday, March 29, 2019 9:30 – 11:00 am <u>Goal Setting – Create and Achieve</u>
April Lillian Zarzar	Target Market (C7)	Friday, April 26, 2019 9:30 – 11:00 am <u>Target Market Identification</u>

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May Dawn Hackett	Message Development and Offers for Customers (C11)	Friday, May 24, 2019 9:30 – 11:00 am <u>Crafting Your Message and Providing Powerful Offers</u>
June Anthony Redic	Marketing (C10)	Friday, June 28, 2019 9:30 – 11:00 am <u>Marketing Materials</u>
July Paul Kilzer	Website Marketing(C22)	Friday, July 28, 2019 9:30 – 11:00 am <u>Marketing on Your Website</u>
August Lillian Zarzar	Sales Process (C26)	Friday, August 30, 2019 9:30 – 11:00 am <u>Efficient Sales Process</u>

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September Dawn Hackett	Conversion Rates (C15)	Friday, September 27, 2019 9:30 – 11:00 am <u>Increasing Conversion Rates</u>
October Anthony Redic	Profits (C18)	Friday, October 25, 2019 9:30 – 11:00 am <u>Increasing Profits</u>
November Paul Kilzer	Testimonials (C25)	Friday, November 22, 2019 9:30 – 11:00 am <u>Strategic Testimonials</u>

*** NOTES:**

- 1) Master Mind (SA3M) Session is conducted at the Synergy National Office, Haven Collective 2025 Riverside Drive, Upper Arlington, 2nd Floor Conference Room
- 2) SA3M Sessions are typically the Fourth Friday of the month
- 3) No SA3M Session is scheduled for December – Enjoy the Holiday Season!
- 4) Syllabus is subject to change regarding coach scheduling