



TRAINING SCHEDULE

March

1. Using Video Effectively in Your Marketing Mix

You don't need to be an award winning actor to create a brilliant video that will help attract more leads and get more customers, and this course will show you how.

2. Writing Good Marketing Copy

If you can write really good copy that sells stuff, you'll never be poor. Understand how to truly get into the head of your prospect and create marketing that resonates with them.

3. Enhancing Your Prospect and Customer Experience using CRM

With the appropriate CRM system and the right settings in place your prospect list will grow and you'll be able to collect contact information and make sales in your sleep.

4. Establishing the Right KPIs

How do you measure what's working and what's not? Is your business on track? You need Key Performance Indicators (KPIs) in your business if you're serious about growth.

5. Selling to Business B2B

From core selling techniques and sales management to key account development, this valuable course provides practical skills that can be implemented straight away.

6. Effective Email Marketing

Learn how to create campaigns that build relationships through increased engagement - how to choose the right system for you and how to maximise ROI by split testing.

7. Introduction to Infusionsoft

Infusionsoft provides you with the most sophisticated CRM tool kit in the world. Like all tool kits, you need to choose the right tool for the job you wish to do.

April

8. Getting to Win-Win: Negotiation Skills for Business Owners

Negotiation is a key part in all business dealings, from clients and suppliers to employees. Learn how to consistently achieve win-win outcomes no matter the circumstances.

9. Pricing for Profit

More than any other thing, pricing affects your positioning and your profitability, so getting it right is key and this course will ensure that you do.

10. Achieving and Measuring Website Success

In an ever more complicated and confusing online world it's crucial your website performs as you need it to. Learn the tools, strategies and techniques to get the best results you can.

11. Dealing with Problem Staff

In this course you'll learn how to spot trouble during your recruitment stage, stop it spreading to the rest of your team and how to exit problem staff from your business.

12. Understanding and Using Google Analytics Effectively

Learn how and where to manage your analytics, what the reports mean and how to create custom reports to see everything you need.

May

13. Advanced Infusionsoft

Discover what others are doing with Infusionsoft and learn the simple tricks that will make a huge difference to your emails, campaigns and everything else Infusionsoft can do.

14. Scaling and Expanding a Business Effectively

You'll learn the essential strategies for rapid and sustainable business growth, including a full understanding of the things that will accelerate your business growth effectively.

15. Setting up Your Google AdWords

You'll finish this course with your AdWords campaign set up, ready to go and use straight away to drive leads and sales. If you've ever wanted to use AdWords, this is for you.

16. Branding for Profit

Discover how to transform your business into a strong and profitable brand that effortlessly communicate trust and value and makes selling much easier.

17. Making the Most of Exhibitions

Most businesses don't make the most of exhibitions - even when they exhibit! The returns often fall way short of what they could be getting if only they did a few simple things.

June

18. Setting up Your Facebook Ads

You'll leave with a Facebook Ads campaign all set up and ready to rock, ready to start pulling new customers into your business.

19. Maximising Your Returns from Networking Activity and Membership

Networking can be a really effective way to gain new customers and grow your business. Learn how to do it well and master the science of networking.

20. Goal Setting: How to Achieve Focus on the Right Things

Learn the techniques used by successful entrepreneurs to help achieve maximum results.

21. Introduction to Paid Traffic

Walk away from this training with a good understanding of exactly what Paid Traffic is all about and how you could use it in your business to get more leads and make more sales.

22. How to Survive in the Dragons Den

You may have to pitch your business or proposal to prospects or investors at some point in the future. And this this course will ensure you'll never hear "I'm out" from either of them.

23. Mailchimp Email Marketing

If you're struggling to send mass emails using something like Outlook, or Gmail - you're going to love what Mailchimp can do. You'll finish with an email campaign ready to go!

July

24. Effective Decision Making

We all have to make decisions, all of the time. If you ever find it hard, or put off making them by endlessly searching for more information then this training course is for you.

25. Introduction to Direct Response Marketing

There is a BIG difference between 'regular' advertising and Direct Response Marketing. Once you understand Direct Response, you'll never spend a penny on anything else.

26. 15 Steps to the Sale

This course will take you on a journey through the whole sales process, from preparing for first contact right through to post-sale, with key learning points at each stage.

27. Introduction to Digital Marketing

This course goes right back to the basics providing a valuable introduction to the world of online marketing. There's no 'shiny object' giddiness on offer here - just practical advice.

August

28. How to Create and Deliver Amazing Presentations

Drawing on his years of experience - and study - for the first time ever Nigel will show you how to make a great speech or presentation. How to create it, rehearse it and deliver it.

29. How to Build Your Database Super-Fast

With a good database you put yourself in a position to make money at will. This course will hand you a tried-and-tested strategy for building your database quickly.

30. Making Social Media Work for Your Business

Used correctly, social media can help your business stay in touch with your customers and prospects. This course will teach you what work and what's a waste of time!

September

31. Basic Graphic Design for Business

Great design can help your business stand out, but poor design can have the opposite effect. Here's your chance to learn the basics of effective design for your business.

32. Basic Video Editing and Production

A well-edited video can look fantastic, engage with your audience, and make a really great impression. Learn how to create videos that work even using simple software.

33. Writing and Publishing a Best Selling Book

We'll take you through the process of how to create the 'right book' for the 'right market' and how to get it read by the 'right people'. It's a great way to position yourself!

34. How to Present and Run World Class Webinars

Whether you're looking to sell, engage, inform or build value with your audience, this course is about making you genuinely world class at running webinars that work.

35. Getting the Most out of Your Database

Your database is the most important asset you have in your business. Learn how to nurture your list as well as strategies to get your customers buying more from you, more often.

October

36. Time Management for Entrepreneurs

It's been called "mind blowing" by many - this course looks at powerful strategies that you can implement to use the 1,440 minutes in each day as productively as possible.

37. Building a World Class Company Culture

Everyone is unique, and your business is no different. So whether you know it or not your business has its own culture. Learn how Disney gets this right and how not to get it wrong!

38. Introduction to Knowing Your Numbers

It's impossible to build a successful business without a grasp of the numbers. This will propel you to the top 5% of entrepreneurs in terms of understanding your businesses vital signs.

39. Preparing to Sell Your Business

This course will open your eyes to a completely different way of considering the exit from your business. You'll leave with options and a renewed motivation to get ready to sell.

November

40. Introduction to PR

Knowing how to use PR effectively can help build your business brand and your personal profile. It'll help customers find you, buy from you and make them proud to work with you.

41. How to Buy Businesses Using None of Your Own Money

The smart way to grow rapidly is to learn how to acquire businesses. In this course we'll show you how to do it step by step without using any of your own money (yes, really!).

42. Understanding and Using Direct Mail Effectively

Direct mail as a marketing tool is probably as powerful as it's ever been, and used right, can be a key way for you to rapidly expand your revenue.

43. Selling to Consumers B2C

This course is focused on the mastery of selling to consumers; we'll cover everything from how buyers make purchase decisions to highly effective persuasion and influencing skills.

December

44. Attract the Very Best People to Your Business

Learn where the best places are to recruit top-quality staff and walk away with a full list of what you're looking for and what you need to do to attract the right people to your team.

45. Developing our Category of One

Your business can blend in or stand out. It's your choice. Learn how to transcend commodity to become a true 'category of one' business.

46. How to Systemise [and Automate] your Business

Learn how to get your business operating in the most effective and efficient way possible. Working smarter not harder is the key to success and we'll show you how.

47. How to Become a Productivity JEDI

As Yoda said, "do or do not, there is no try..." By learning to become a productivity JEDI you'll learn the tricks you need to get more done, even the stuff you don't want to do.