

Learning Path for Business Planning and Marketing

How small businesses grow into big businesses.

Learn the master principles and strategies that have helped thousands of owners grow their businesses. Get ideas you can put into practice right away and see results fast. Leave with an action plan to turn your business into a prosperity machine. Come prepared to work hard, be challenged and have fun!

You may choose to enrol in the complete Learning Path and receive a Loyalist College Certificate and a bonus program of personal business coaching; or simply sign up for individual modules reflecting your personal goals and needs.

Who Should Enrol:

This program is primarily for serious business professionals who own their own successful business or manage a privately-held firm, but is also of interest to any manager and new entrepreneur who wants the latest in business strategy and tools.

It is not necessary to have any formal business training to benefit from the program; rather, you should have expertise in your chosen field, an enquiring mind and a readiness to implement and test new ideas. The program is for people who are serious about success, and who want practical, hands-on solutions they can implement right away.

What You Will Get:

In each module, you will get simple, easy to follow directions on how to avoid the biggest, most expensive traps businesses fall into when it comes to business planning, marketing and advertising. With a mix of workbooks, mini lectures, hands-on exercises and discussion, you will discover ways to save money and get more business.

Bonus Material:

You will also get a library of easy to read, understand and use articles, how-to guides and e-books from industry leaders. Participants in the complete Learning Path also receive a personal, secure web site and one-on-one coaching from the program leaders using the Duct Tape Marketing System and Marketing Plan Pro from Palo Alto Software, a value of \$2900.

Modules:

"How to write a business plan your bank will love" is a full day course with bonus software tools, sample plans and a wide range of resources included. Other modules are half days (3 hrs).

Courses are given at the Loyalist Training and Knowledge Centre on the Loyalist College campus. Click [HERE](#) for the latest class schedule.

You may sign up for individual modules or take the complete Learning Path program, which includes personal business coaching, planning and software.

1. How to write a business plan your bank will love
2. How to laser target your future customers
3. How to differentiate and dominate your market
4. How to create affordable advertising with measurable results
5. How to use the internet to grow your business
6. How to fix follow-up failure
7. How to make your business famous using PR tactics
8. How to attract a flood of referrals without spending a dime on advertising

How to write a business plan your bank will love (full day)

Big on ideas but short on time? Create a plan—whether it's your first plan ever or your 500th—in the format preferred by lenders and investors. Includes a copy of Business Plan Pro for Canada from Palo Alto Software (value \$99.95 US), with built-in market research data for over 1,000 different industries to help you make sure that your plan is on target with industry averages.

How to laser target your future customers

Think advertising doesn't work? It's too expensive? You are simply wasting money by investing in the wrong prospects. Who is the Ideal Client you should be spending money to attract? (Hint: these people want exactly what you are selling, need it right away and are not only willing but happy to spend more to get it.) We'll show you how to find them.

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LOYALIST TRAINING & KNOWLEDGE CENTRE

Learning Path for Business Planning and Marketing

How to differentiate and dominate your market

Most prospects view one business like another. All accounting firms do the same thing; all jewelry stores sell the same products, so all you can do is compete on price—right? Wrong! Learn how finding an important point of difference that matters to your ideal clients will allow you to not only to maintain, but increase your prices! Includes *Made to Stick* by Dan & Chip Heath.

How to create affordable advertising with measurable results

Step up to an advertising approach that gets results you can measure, even if you have a very small budget. Discover ways to get your advertising to produce stunning amounts of high quality, qualified traffic and leads. Includes *How To Create an Ad That Works* by Ken Burgin.

How to use the internet to grow your business

You have a web site, but it's not doing much for you. Get a step-by-step quick-start to making the most out of the internet, even if you don't know a lot about technology. This is a prerequisite for "How To Fix Follow-up Failure." Includes *Using Twitter for Business* by John Jantsch.

How to fix follow-up failure

99% of independent businesses could literally double their sales in a year if they simply followed up on all their leads, whether or not they seem qualified today. Learn how to turn your dead lead "graveyard" into a goldmine. Participants get 30 days free trial of Infusionsoft marketing automation software. Prerequisite: How to use the internet to grow your business. Includes *Master of the Moment: The Art of Follow Up Marketing* and its companion piece *Generate more Leads*.

How to make your business famous using PR tactics

Gaining positive PR is the result of a systematic commitment to generating media coverage. The hardest part is getting the PR machine rolling. Once you get coverage, it just keeps on coming. Includes a complete step-by-step plan.

How to create a flood of new business without spending a dime on advertising

An insider's shortcut to referral marketing that will supercharge your business even if you don't know a thing about marketing. This simple referral system may quickly become the cornerstone of your entire marketing effort. Includes *Referral Flood Workbook* by John Jantsch (value \$139.95 US).

About the Instructors:

Elizabeth Walker and Ken Burgin are partners in Marketing Masters, a full service marketing firm. They are Duct Tape Marketing Authorized Coaches and Infusionsoft Certified Marketing Automation Coaches. For the past 18 years, Liz has been a highly-rated instructor in business skills for the Schulich Executive Education Centre at York University. Their clients have included technology leaders, consumer products, educational institutions and retailers of every size and description in Canada, the US and Europe.

Fees:

Complete Learning Path – All 8 modules, plus 10 personal business coaching sessions (value \$2500), the Duct Tape Marketing System® (value \$399 US), all software and a Loyalist College Certificate. Participants can start at any time during the year courses are scheduled. Courses must be completed within 18 months of enrolment. An initial payment of \$700 is due upon enrolment with the balance due in 3 months. **\$2800**

Individual Modules:

How to write a business plan your bank will love

Includes Business Plan Pro for Canada from Palo Alto Software (value \$99.95 US) **\$299**

How to laser target your future customers **\$199**

How to differentiate and dominate your market **\$199**

How to create affordable advertising with measurable results **\$199**

How to use the internet to grow your business **\$199**

How to fix follow up failure **\$199**

How to make your business famous using PR tactics **\$199**

How to attract a flood of referrals without spending a dime on advertising. Includes *Referral Flood workbook* by John Jantsch (value \$139.95 US) **\$299**



Skills that WORK.

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