<table>
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<tr>
<th>Week</th>
<th>Description</th>
<th>Tools</th>
<th>Expected Outcome</th>
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| **Week 1:** January 28, 2020 | **Week 1 overview:**  
• Brief introduction  
• Program overview  
• Digital Marketing & The Marketing Funnel  
• Get Clarity on the Value Your Business Delivers  
  • Before & After Grid Explanation  
  • Before & After Grid in Action | **Students will use these tools in Week 1:**  
1. Marketing Funnel diagram  
2. The Before & After Grid | **Students will:**  
1. Work on their Before and After Grid |
| **Week 2:** February 4, 2020 | **Week 2 overview:**  
• Review the 73 Point Opportunity Score Checklist  
• Review the Customer Avatar worksheet  
• Introduction to the Customer Value Journey (CVJ) | **Students will use these tools in Week 2:**  
1. The 73 Point Opportunity Score Checklist  
2. The Customer Avatar worksheet  
3. The Customer Value Journey Worksheet | **Students will:**  
1. Complete the 73 Point Opportunity Score checklist and turn it in.  
2. Take home the Customer Avatar |
| **Week 3:** February 11, 2020 | **Week 3 overview:**  
• Detailed review of the Awareness stage of the CVJ  
• Awareness stage Goals  
• Cover pixel and retargeting concepts  
• Briefly cover of Digital Marketing Disciplines That Create Awareness which include:  
  • Digital Advertising  
  • Search Marketing  
  • Content Marketing  
  • Social Media Marketing  
  • Community Marketing  
  • Copywriting | **Students will use these tools in Week 3:**  
1. Awareness stage section of the CVJ  
2. Goals of the Awareness stage handout | Via group participation, students will brainstorm and document awareness level tactics/campaigns they can design and implement to bring awareness of their products/service to their target market. |
| Week 4: February 18, 2020 | **Week 4 overview:**  
- Detailed review of the Engagement stage of the CVJ  
- Engagement stage Goals | **Students will use these tools in Week 4:**  
1. Engagement stage section of the CVJ  
2. Goals of the Engagement stage handout  
3. 16 Point Website Landing Page Checklist | **Students will:**  
1. Complete the 16 Point Website Landing Page Checklist. |
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| Week 5: February 25, 2020 | **Week 5 overview:**  
- Detailed review of the Subscription stage of the CVJ  
- Subscription stage Goals  
- Review what is a Lead Magnet  
- Review the 5 criteria for creating Great Lead Magnets | **Students will use these tools in Week 5:**  
1. Subscription stage of the CVJ  
2. Goals of the subscription stage handout  
3. The Lead Magnet Checklist Worksheet | **Students will:**  
1. Complete the 15 Point Lead Magnet checklist  
2. Brainstorm of “Lead Magnet” ideas to offer prospects |
| | | | |
| Week 6: March 3, 2020 | **Week 6 overview:**  
- Detailed review of the Conversion stage of the CVJ  
- Review what is a tripwire  
- Conversion stage goals  
- Tripwire goals  
- Review Tripwire Checklist | **Students will use these tools in Week 6:**  
1. Tripwire section of CVJ  
2. Goals of the Conversion stage handout  
3. The Tripwire Worksheet & Checklist | **Students will:**  
1. Brainstorm of “Tripwire offers” they offer leads as conversion  
2. Complete the “Tripwire Worksheet & Checklist” handout  
3. Brainstorm of “Trip Wire” ideas to offer prospects. |
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<th>Week 7 overview:</th>
<th>Students will use these tools in Week 7:</th>
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<td>Detailed review of the Ascension stage of the CVJ</td>
<td>1. Ascension stage of the CVJ</td>
<td>1. Complete the 22-Point Offer Optimization Checklist.</td>
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<td>Ascension stage goals</td>
<td>2. Goals of the Ascension stage handout</td>
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<td>Core Offer Review</td>
<td>3. The 22-Point Offer Optimization Checklist</td>
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<td>Review Profit Maximizers, including:</td>
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<td>• Immediate Upsells</td>
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<th>Week 8: March 17, 2020</th>
<th>Week 8 overview:</th>
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