

Week	Description	Tools	Expected Outcome
Week 1: January 28, 2020	Week 1 overview: <ul style="list-style-type: none"> • Brief introduction • Program overview • Digital Marketing & The Marketing Funnel • Get Clarity on the Value Your Business Delivers <ul style="list-style-type: none"> • Before & After Grid Explanation • Before & After Grid in Action 	Students will use these tools in Week 1: <ol style="list-style-type: none"> 1. Marketing Funnel diagram 2. The Before & After Grid 	Students will: <ol style="list-style-type: none"> 1. Work on their Before and After Grid
Week 2: February 4, 2020	Week 2 overview: <ul style="list-style-type: none"> • 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: <ol style="list-style-type: none"> 1. The 73 Point Opportunity Score Check list. 2. The Customer Avatar worksheet 3. The Customer Value Journey Worksheet 	Students will: <ol style="list-style-type: none"> 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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Digital Advertising • Search Marketing • Content Marketing • Social Media Marketing • Community Marketing • Copywriting 	Students will use these tools in Week 3: <ol style="list-style-type: none"> 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.

<p>Week 4: February 18, 2020</p>	<p>Week 4 overview:</p> <ul style="list-style-type: none"> Detailed review of the Engagement stage of the CVJ Engagement stage Goals 	<p>Students will use these tools in Week 4:</p> <ol style="list-style-type: none"> Engagement stage section of the CVJ Goals of the Engagement stage handout 16 Point Website Landing Page Checklist 	<p>Students will:</p> <ol style="list-style-type: none"> Complete the 16 Point Website Landing Page Checklist.
<p>Week 5: February 25, 2020</p>	<p>Week 5 overview:</p> <ul style="list-style-type: none"> 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 	<p>Students will use these tools in Week 5:</p> <ol style="list-style-type: none"> Subscription stage of the CVJ Goals of the subscription stage handout The Lead Magnet Checklist Worksheet 	<p>Students will:</p> <ol style="list-style-type: none"> Complete the 15 Point Lead Magnet checklist Brainstorm of "Lead Magnet" ideas to offer prospects
<p>Week 6: March 3, 2020</p>	<p>Week 6 overview:</p> <ul style="list-style-type: none"> Detailed review of the Conversion stage of the CVJ Review what is a tripwire Conversion stage goals Tripwire goals Review Tripwire Checklist 	<p>Students will use these tools in Week 6:</p> <ol style="list-style-type: none"> Tripwire section of CVJ Goals of the Conversion stage handout The Tripwire Worksheet & Checklist 	<p>Students will:</p> <ol style="list-style-type: none"> Brainstorm of "Tripwire offers" they offer leads as conversion Complete the "Tripwire Worksheet & Checklist" handout Brainstorm of "Trip Wire" ideas to offer prospects.

<p>Week 7: March 10, 2020</p>	<p>Week 7 overview:</p> <ul style="list-style-type: none"> • Detailed review of the Ascension stage of the CVJ • Ascension stage goals • Core Offer Review • Review Profit Maximizers, including: <ul style="list-style-type: none"> • Immediate Upsells • Cross-sells • Slack Adjusters • Bundles and Kits • Recurring Billing • Line Extensions • Speed & Automations 	<p>Students will use these tools in Week 7:</p> <ol style="list-style-type: none"> 1. Ascension stage of the CVJ 2. Goals of the Ascension stage handout 3. The 22-Point Offer Optimization Checklist 	<p>Students will:</p> <ol style="list-style-type: none"> 1. Complete the 22-Point Offer Optimization Checklist.
<p>Week 8: March 17, 2020</p>	<p>Week 8 overview:</p> <ul style="list-style-type: none"> • Detailed review of the Advocacy and Promotion stages of the CVJ 	<p>Students will use these tools in Week 8:</p> <ol style="list-style-type: none"> 1. Renzo Marketing CVJ Score Card 	<p>Students will:</p> <ol style="list-style-type: none"> 1. Gain access to the Renzo Marketing CVJ Score Card.