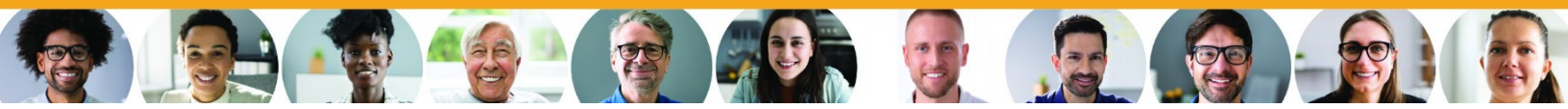


LESSON CHECKLIST

Tick each lesson as you finish it. Start at the top of Track 1 if you are new, or jump to the track that fits where you are. The full lessons are free at MarketingMastermindClub.com.

TRACK 1: PLAN AND BUILD THE BUSINESS

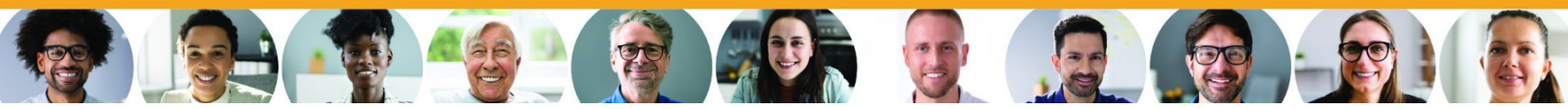
- [ ] Before You Start: What a Business Actually Is
- [ ] The Business Plan on a Napkin
- [ ] Product or Service: What Are You Really Selling?
- [ ] The Business Model on One Page
- [ ] Validating an Idea Before Spending Money
- [ ] Market Size for a Normal Small Business
- [ ] Revenue Models
- [ ] Knowing Your Competitors
- [ ] Competitive Positioning: Why Someone Should Choose You
- [ ] Startup Costs: One-Time Versus Recurring
- [ ] Fixed, Variable and Semi-Variable Expenses
- [ ] Revenue Is Not Profit, and Profit Is Not Cash
- [ ] Gross Margin Versus Net Margin
- [ ] Pricing From the Numbers Backward
- [ ] Break-Even: How Many Sales You Need
- [ ] Unit Economics
- [ ] Your Business Can Be Profitable and Still Run Out of Money
- [ ] Building a 12-Month Cash-Flow Forecast
- [ ] Working Capital and the Cash-Conversion Cycle
- [ ] Deposits, Payment Terms and Collecting Money Faster
- [ ] Seasonality and Surviving the Slow Months
- [ ] Owner Pay Versus Business Money
- [ ] Building a Cash Reserve
- [ ] When Borrowing Helps, and When It Hides a Broken Model



- [ ] Reading a Profit-and-Loss Statement
- [ ] Understanding a Balance Sheet Without Becoming an Accountant
- [ ] The Numbers Every Owner Should Watch
- [ ] The Monthly Financial Review
- [ ] Choosing a Name (and Making Sure You Can Keep It)
- [ ] Picking Professionals to Work With
- [ ] Building Your Outside Team: Attorney, Banker, Insurance Adviser and Tax Professional
- [ ] Partners, Recruits and Early Hires
- [ ] Co-Branding and Strategic Alliances
- [ ] Building Relationships: Vendors, Customers, Other Owners
- [ ] Your Marketing Budget: The Number Everyone Underestimates
- [ ] The Owner's Mindset
- [ ] The Real Business Plan
- [ ] The Go/No-Go Decision
- [ ] Your First 90 Days of Marketing: The Checklist

TRACK 2: BUILD THE BRAND

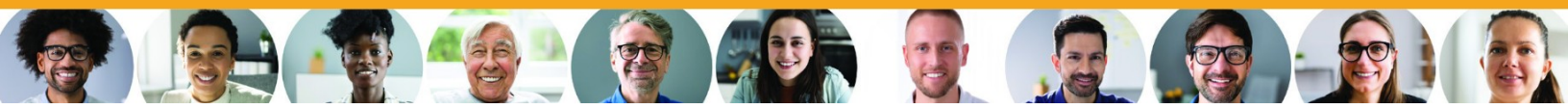
- [ ] What Is Branding, Really?
- [ ] Your Vision
- [ ] Your Mission
- [ ] Your Values
- [ ] Your Beliefs
- [ ] The Outcome: What All of This Adds Up To
- [ ] Build Your Marketing Avatar
- [ ] The Advanced Avatar: Pain Points in Their Words, Not Yours
- [ ] Does Your Avatar Match Your Brand?
- [ ] Does Your Name Matter?
- [ ] Does Your Look Matter?



- [ ] Learn From Car Brands
- [ ] The Brand Is an Experience
- [ ] The Brand and Consumer Triangle
- [ ] Logo, Colors and First Impressions
- [ ] Company Philosophy and Customer Perception
- [ ] Communication: Business Language vs Human Language
- [ ] Translating Your Positioning Into an Actual Offer
- [ ] Good, Better, Best: Building Packages
- [ ] Setting Expectations Before the Sale
- [ ] Brand Promises Your Operation Can Actually Deliver
- [ ] Testing Your Message Before You Build a Full Identity
- [ ] Brand Track Wrap-Up and Checklist

TRACK 3: GET FOUND AND GET LEADS

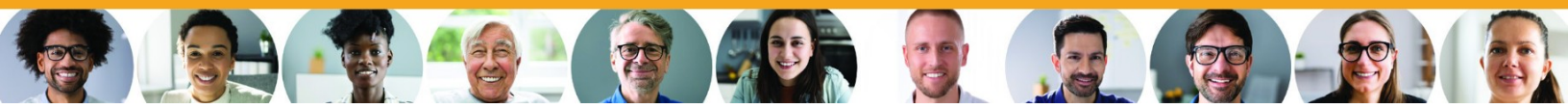
- [ ] Common Marketing Terms You Should Know
- [ ] Sales Is Not Marketing
- [ ] Tools of the Trade: Everybody Has the Same Tools
- [ ] The Marketing Wheel
- [ ] What Tools to Use When
- [ ] Driving Leads vs Driving Recognition
- [ ] Putting Together a Campaign
- [ ] How to Track Results
- [ ] CRM, Email Software and Marketing Automation Explained
- [ ] Google Business Profile: The Most Important Free Listing You Have
- [ ] Reviews and Reputation: How to Get Them and What to Do With Bad Ones
- [ ] A Website That Converts
- [ ] Local SEO Fundamentals
- [ ] Google Ads for Local and Service Businesses



- [ ] Local Services Ads
- [ ] Social Media Without Wasting Your Life
- [ ] Email Marketing and Your List
- [ ] Networking and Referrals
- [ ] Traditional Channels: When Print, Radio, TV and Direct Mail Still Make Sense
- [ ] Outside-the-Box Marketing
- [ ] What AI Is Actually Good For in Small Business Marketing
- [ ] Using AI to Build Your Avatar and Your Content Plan
- [ ] Writing With AI Without Sounding Like Everyone Else
- [ ] AI for the Boring Parts: Email, Scheduling, Reporting
- [ ] Why You Need a CRM Before You Spend on Ads
- [ ] How Many Leads Do You Actually Need?
- [ ] Lead-to-Sale Forecasting
- [ ] Budgeting From Gross Profit, Not Revenue
- [ ] Choosing Channels by What a Customer Costs
- [ ] What Approach Is Right for You?
- [ ] Marketing When You Are Already Full
- [ ] Pausing or Scaling a Campaign Responsibly
- [ ] What Tracking Can and Cannot Tell You
- [ ] Your Quarterly Marketing Plan
- [ ] Your Monthly Marketing Routine

TRACK 4: SELL, DELIVER AND KEEP CUSTOMERS

- [ ] Why People Buy
- [ ] Be a Salesperson, Not an Expert
- [ ] Filters: Deletion, Distortion, Generalization
- [ ] Visual, Auditory, Kinesthetic: How People Take In Your Message
- [ ] Moving Toward or Away From



- [ ] Framing
- [ ] The Laws of Persuasion
- [ ] The First Conversation: Getting Through Initial Contact
- [ ] The Sales Meeting: Trust, Mirroring, Pacing
- [ ] Closing Without Being Pushy
- [ ] Sell to the Same Customer Twice
- [ ] Training Your People to Carry the Brand
- [ ] Mapping the Customer Journey
- [ ] Designing the Handoff From Sales to Delivery
- [ ] Capacity Planning: How Many Customers Can You Serve?
- [ ] Scheduling and Workflow
- [ ] Vendor and Supplier Management
- [ ] Inventory Basics
- [ ] Standard Operating Procedures People Will Actually Use
- [ ] Quality Control
- [ ] Handling Mistakes and Customer Complaints
- [ ] Invoicing, Collections and Overdue Customers
- [ ] Choosing Software Without Building an Expensive Mess
- [ ] What to Automate and What Should Stay Human
- [ ] Hiring Versus Contracting Versus Outsourcing
- [ ] Delegation and Owner Bottlenecks
- [ ] Business Continuity
- [ ] The Weekly Owner Meeting
- [ ] The Monthly Operating Review
- [ ] Preparing the Business to Grow Without Breaking
- [ ] Understanding Others Starts With Understanding Yourself