

Crack the Marketing Code Online Program with Instructional Training

10 Week Program Outline with Instructional Training Calls

Week	Lessons	Assignments
Week 1 Introduction to program session 60 minutes.	Complete – Online Lessons <ul style="list-style-type: none"> - Welcome Message (1 min) - Introduction (9 min) - Layer One Through Four (36 min) - Implementation Training (60 min) 	Complete <ul style="list-style-type: none"> • Layering Map Worksheet for last 12 months of your business • Email assignment prior to your instructional training session (60 min) - jen@liftstrategies.com
Week 2	Complete – Online Lessons <ul style="list-style-type: none"> - Inform One (9 min) - Inform Two (5 min) - Inform Three (10 min) - Inform Four (11 min) - Inform Five (6 min) - Implementation Training (75 min) 	Complete <ul style="list-style-type: none"> • Buying Motivator Worksheet • Identify Your Fans Worksheet • Compare Your Fans Worksheets
Week 3	Complete – Online Lessons <ul style="list-style-type: none"> - Inform Six (3 min) - Inform Seven (14 min) - Implementation Training (75 min) 	Complete <ul style="list-style-type: none"> • Buying Motivators Worksheet (Revisit) • Core Message Worksheet • Email assignments prior to your instructional training session (60 min)
Week 4	Complete – Online Lessons <ul style="list-style-type: none"> - Frequency (17 min) - Follow Up (10 min) - Implementation Training (15 min) 	Complete <ul style="list-style-type: none"> • Review Layering Map to assess Frequency • Review Layering Map to assess Follow Up
Week 5	Complete – Online Lessons <ul style="list-style-type: none"> - Track One (5 min) - Track Two (13 min) - Track Three (8 min) - Rate Yourself (1 min) - Implementation Training (15 min) 	Complete <ul style="list-style-type: none"> • LIFFT® Tracking Worksheet for the past 12 months • Rate Yourself – submit to Jen

		<ul style="list-style-type: none"> Complete your Two hour Marketing Strategy instructional training session – (60 min)
Week 6	Complete – Online Lessons <ul style="list-style-type: none"> View all Five Niche Your Market Videos + Master class (31 min) Implementation Training (120 minutes) 	Complete <ul style="list-style-type: none"> Key actions from two hour marketing strategy session Submit annual revenue goal
Week 7	Complete – Online Lesson <ul style="list-style-type: none"> Master Class – Follow Up #1 (16 min) Implementation Training (120 min) 	Complete <ul style="list-style-type: none"> Key actions from last week Instructional training session. (60 min)
Week 8	Complete – Online Lesson <ul style="list-style-type: none"> Master Class – Follow Up #2 (14 min) Implementation Training (120 min) 	Complete <ul style="list-style-type: none"> Key actions from last week. Instructional training session. (60 min)
Week 9	Complete – Off Line <ul style="list-style-type: none"> Create annual Marketing Action Plan draft using the layer map template (120 min) 	Complete <ul style="list-style-type: none"> Submit annual Marketing Action Plan draft Key actions from last week Instructional training session. (60 min)
Week 10	Complete – Off Line <ul style="list-style-type: none"> Final version of annual Marketing Action Plan + Marketing Budget worksheet (120 min) 	Complete <ul style="list-style-type: none"> Submit final annual Marketing Action Plan Key actions from last week Instructional training session. (60 min) <p>Congratulations on completing Crack the Marketing Code Program</p> <p>Receive Your Digital Completion Certificate</p>

	Length Training of Program	10 Weeks
	Total Training Hours	25.65 Hours
	Program Fee	Total payment \$4,998 (includes taxes) Registration
	Instructor Name	Jen DeTracey, Founder LIFT Strategies Inc. Bio 438.499.4330
	Course Capacity	Set up as a one-on-one program with a mutual determined start date.