



## **Course Format:**

This 7 week comprehensive, step-by-step course will be sent to you via email. Each week you will receive a lesson and an assignment to complete on your own time. Each lesson builds on the previous lesson.

Upon completion post your homework on the group discussion board for feedback and support. You may also check the board for questions and collaboration throughout the week.

## **Course Outline:**

### **Module One – How To Feel Great Talking About Your Business**

Week 1 - Identify and Understand Your “Why”

Week 2 - Craft Your “Elevator” Speech

Week 3 - Create and Share Your Compelling Story

Week 4 - Make Irresistible Offers

### **Module Two – Increase Your Visibility. Be Seen And Heard!**

Week 5 - How To Set Up An Engaging Facebook Profile

Week 6 - Create a Blog and Blog Schedule

Week 7 - Learn To Use Twitter Quickly And Effectively

### **\* Bonus – Maintaining A Million Dollar Mindset**