



Marketing 101: Marketing University Start Up Guide (Companion to 7 Day Video Training)

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Welcome Letter & How to use this guide

I've broken the 7 days into 7 lessons and you have a video lesson for each. This guide is largely a guide to those sessions with additions of illustrations, checklists, etc. to help you as you're listening to or watching the videos.

As I'll describe in the first lesson – “Why Marketing?” , my goal for you is to experience the **FUNDAMENTALS** of understanding the importance of marketing to businesses – esp. small businesses – and then to also understand the importance of **YOU** to these small businesses. “You” being a person who now “gets” marketing, can ask the right questions and make the right suggestions. And then **IMPLEMENT** those suggestions – which is really the extraordinary – and profitable – value that you'll be able to provide.

My hope is that you learn some things, develop some confidence and excitement about what you could accomplish, and that you're prepared to:

- 1) Tuck these strategies away for future use.
- 2) Start using the strategies immediately in your or your family's business.
- 3) Start thinking about how you could start working immediately as a “marketing entrepreneur” – making money by helping businesses.

IF at the end of the 7 days, you are super excited and you want more – strategies, support, and opportunities – check online to see if we have available space in our next Marketing University coaching class. This is a group of students just like you, who are entrepreneurial and who have completed (or who are completing) the 7 days. I work directly with that group – over 12 weeks – to help them increase their competence and confidence by working directly with businesses who need their help – attracting new business, improving sales, and increasing profitability. This is real deal, real world stuff and the goal of the course is for you to emerge like Thor with his Hammer, powerful and capable of making **REAL MONEY** by helping businesses.

To your extraordinary success,

Frazier

Frazier

Frazier O'Leary Chief Inviter Fort Hunt Community Business Association	Frazier O'Leary Chancellor Fort Hunt University	Frazier O'Leary Director KidBiz, Inc – Mind Your Own Business Kid
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Fort Hunt U – Marketing University 7 Day Start Up

About Frazier O'Leary, Your Lead Coach



Frazier O'Leary is a serial entrepreneur who has been working with small business owners and entrepreneurs for over 20 years. He has worked with businesses in fields ranging from real estate to education to legal/financial to home services to health and fitness to find the HIDDEN opportunities to attract customers and increase profitability in their businesses. Frazier is the "Chief Inviter" of the Fort Hunt Community Business Association and works daily with local businesses to help them advertise, attract more referrals from existing customers, promote their businesses through sharing content, and improve their sales processes.



He's also the founder of KidBiz, Inc., a program to help support young entrepreneurs in turning their interests into income. He's excited to share what he's learned with young entrepreneurs to help them discover how they can start making money by providing value to local businesses RIGHT NOW!

Frazier lives in Fort Hunt/Alexandria with his awesome wife Marilyn and his amazing two kids and his "so-so" dog, Cheeks.

Photos from the Fort Hunt Community Business Association



About the next Marketing U Class

Requirements: student aged 11 - 18 associated with a partner school or program

What it is:

You'll be working (mostly online, with optional in person meetings) in a small group of fellow students being coached to learn and implement marketing strategies for local businesses.



How long: Program takes place over 12 weeks (self-paced) with Weekly online Lessons, Assignments and Projects, as well as a final project.

Who you'll meet: Local businesses, marketing professionals, entrepreneurs, and other students interested in marketing, business development, social media, graphic design, creative productions, and video

What You'll Have to Support Your Success: Resource Handbook, Weekly Office Hours, Weekly Challenges

What you'll get when you "graduate" Certificate of Completion/Achievement/Distinction, Letter of recommendation detailing your projects and achievements, a portfolio of projects to share with college admissions and potential employers, assistance with connecting with potential gigs.

Investment: \$147.00 (\$97 for Fort Hunt Residents; \$47 for Fort Hunt University Families)

<http://www.FortHuntUniversity.com/Register>

Due to the generous support of our Fort Hunt Community Business Association Supporting members, we have a small selection of scholarships available to reduce the costs for qualifying students. You can apply for those scholarships when you enroll.

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Our Fort Hunt Community Business Association Supporting Members
(Meet them at FortHuntCommunity.com)



Marty Skopp
Chiropractor,
Skopp Sports Medicine
skoppchiro.com/



Marilyn OLeary
Owner
Piano Lab
StudentsLovePianoLab.com



Margaret Keagle
Realtor
**TKS Real Estate Partners
of Long and Foster**
TKSRealEstatePartners.com



Justin Hughes
Orthodontist
Hughes Orthodontics
HughesOrtho.com



Mary Ellen Freesland
Owner/Dog Trainer
**Pawsitively Possible! Dog
Training**



Samuel Burkholder
Attorney
**Capitol City TechLaw,
PLLC**
capcitytechlaw.com



Carl Craig
Home Inspector,
HomeTeam Inspections
HomeTeam.com



Chris Foss
Co-Owner
Ironistic.com
ironistic.com



Adam Bellacicco
Financial Advisor
Edward Jones
https://edwardjones.com



Naresh Bhatt
Owner
Dishes of India
DishesOfIndia.com



Mary Ellen Freesland
Owner/Trainer
**Pawsitively Possible! Dog
Training**



Patrick Coye
Owner
Patrick's Painting
Patrick'sPainting.com



Chris Myers
Landscape Architect
Campbell-Ferrara
campbellferrara.com



Greg Kundering
Owner/ Senior Loan Officer
HomeFirst Mortgage
Homefirstmortgage.com



Lyssa Seward
Realtor
**TTR Sotheby's
International Realty**
sewardrealtygroup.com/



Jake Harrison
Regional Manager
D1 Moving, LLC
https://d1moving.com/



Lisa McCaskill
Realtor
Weichert Realtors
realtorlisam.com



George Myers
Realtor
McEneaney Associates



Ray Tate
Director
Paul Spring Retirement
rui.net/paul-spring



Dave Krukowski
Operations Manager
Wiygul Automotive
wiygul.com



Anila Angjeli
President/Founder
ALine Architecture
aline-architecture.com/

Lesson #1 – Why Marketing?

MARKETING U

WHAT'S GOING ON

Today's Lesson: Lesson 6 - Sharpening Your Saw - Case Studies and Simulations

Marketing University Lesson 1: Why Marketing

Next Class starts Monday, March 2. 28 days 21hrs 0mins 59s. You're NOT registered. [Get Class Info](#)

Lesson: Lesson 6 - Sharpening Your Saw - Case Studies and Simulations

Description:

What you'll learn

- ✓ what you'll learn: take what you know and put it into action
- ✓ common problems and potential solutions

Guide Pages: guide pages:
[Link to Guide](#)

[I'm Done!](#)

Assignments: assignment:

How to Submit: [Submit](#)

Support: support:

Recommended Reading/Viewing: 7 Habits (p. 45 - 55), Sam Ockens, Ironistic White Paper

www.FortHuntUniversity.com/MarketingU

The most important thing you bring to a business immediately is a different _____.

What do businesses want more of?

“Jobs” and Careers involved in Marketing:

Different Ways to Make a Customer (your Parent) more likely to say “Yes” to a Request:

- Different _____
- Different _____
- Different _____
- Different _____

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Places to focus your Marketing Creative Talent – Different “Stuff” you can create to support businesses:

3 Cool things about being a marketing consultant:

- 1) Always _____
- 2) Always _____
- 3) Always _____

Assignment:

- 1) Do you see why becoming a marketing expert allows you to work with whatever business you choose?
- 2) Review the list of marketing careers and salaries to both see that you can make a comfortable living doing marketing AND that it's the type of business that allows you to have lots and lots of freedom?

Lesson #2 – What Businesses Want and Need

The screenshot shows a web browser window displaying the 'Marketing University' website. The page title is 'Marketing University Lesson 2 What Businesses Need'. A video player is embedded, showing a man pointing to a whiteboard. The whiteboard has a central circle with the number '3' inside, and arrows pointing to 'Profit', 'Risk', 'Happiness', 'Market Time', and 'Diversity'. The word 'Fulfillment' is written at the top. Below the video player, there is a URL: www.FortHuntUniversity.com/MarketingU. To the right of the video player, there is text: 'Next Class starts Monday, March 2. 28 days 21hrs 0mins 9s'. Below this, it says 'You're NOT registered.' with a 'Get Class Info' button. The main heading for the lesson is 'Lesson: Lesson 2 - What businesses want and need and why?'. The description follows: 'Description: Today we're going to talk about what businesses want and need. This is the PERFECT place to start because what's the point of learning about how to provide solutions that businesses DON'T want and need. No one is going to PAY you to do something for them unless it 'scratches an itch'. So let's find out where businesses itch. SPOILER ALERT: The 'itch' is attracting new customer/client prospects. So that's what we're going to focus on.' Below the description, there is a section 'What you'll learn' with three bullet points: 'what you'll learn: common needs and problems', 'what businesses care about', and 'different businesses and their needs'. At the bottom, there is a 'Guide Pages' section with a 'Link to Guide'.

Number One thing all businesses are concerned with: _____

What COULD happens to a business's prices If they are getting twice as many prospective customers?

The Two approaches to helping a business:

- 1) The A_____ Way
- 2) The S_____ Way

F_____ - the term for a business keeping their promise to a customer

Most businesses don't do the marketing stuff that they desperately need to do because they're so busy in running the business.

The three areas that you help a business with their marketing:

- 1) what they know they should be doing but they're not doing
- 2) What they know they should be doing and they ARE doing.
- 3) What they DON'T KNOW they should be doing and they're NOT doing.

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The key to marketing is L_____ G_____.

Prospective customers go into a C_____ F_____.

Where is the business's problem?

- A – Attention – Getting the customer's attention – they know you exist
- I – Interest – Getting them to be interested in your product/service
- D – Desire – Getting them to DESIRE/WANT your product/service
- A – Action – Getting them to take action and buy

104 Things You Can do to help a business attract more prospective customers:

Lesson #3 – Who are we working with

MARKETING U WHAT'S GOING ON

Today's Lesson: Lesson 3 - How you can help businesses

Marketing University Lesson 2 Business Types

Next Class starts Monday, March 2. You're NOT registered. 28 days 20hrs 57mins 34s. [Get Class Info](#)

Lesson: Lesson 3 - How you can help businesses

Description: You might be surprised to learn how many ways you can help businesses RIGHT NOW with the time, knowledge, and skills you ALREADY have. Today we're going to focus on discovering things that you can do RIGHT NOW to help businesses and we're going to discuss how you can connect with ANY business immediately and make them an offer that (trust me) they won't be able to refuse!

What you'll learn

- ✓ what you'll learn: Things you can do
- ✓ how to help
- ✓ why RIGHT now is the best time

Guide Pages: guide pages: [Link to Guide](#)

[I'm Done!](#)

Assignments: assignment:

Business Segments	Included Businesses
1) Home Services	
2) Senior Services	
3) Real Estate Transaction	
4) Business Support Services (B2B)	


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Business Segments	Included Businesses
5) Pet Owners	
6) Health and Wellness	
7) Retail	
8) Legal and Financial	
9) “The Good Life”	
10) Parent Services	

Lesson #4 – Mapping Your Skills and Interests to What Businesses Need

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WHAT'S GOING ON

Today's Lesson: Lesson 4 - Mapping Your Interests/Skills to What Businesses Want



www.FortHuntUniversity.com/MarketingU

Next Class starts Monday, March 2.
28 days 20hrs 56mins 55s

You're NOT registered. [Get Class Info](#)

Lesson: Lesson 4 - Mapping Your Interests/Skills to What Businesses Want

Description:

What you'll learn
 ✓ what you'll learn: Deeper dive in to skills and experiences

Guide Pages: guide pages:
[Link to Guide](#)

[I'm Done!](#)

Assignments: assignment:
[Submit](#)

How to Submit: [Submit](#)

Support: support:


Recommended Reading/Viewing: 7 Habits (p.45 - 55), Sam Ocvens, Ironistic White Paper

Your Skills/Interests	Business Needs:
<ol style="list-style-type: none"> 1) Extrovert – Talking – Being in Front of People 2) Writing 3) Speaking 4) Voice Over 5) Creative Writing 6) Persuasive 7) Graphic Design 8) Photography 9) Meme Creation 10) Social Media 11) Script Writing 12) Shopping 13) Video Editing/Production 14) Special Effects 15) Comedy 16) Music/Songs 17) Analysis 18) Number Crunching 19) Acting 20) Drawing 21) Interviewing/Talking to People 22) Programming 23) Design 24) Research 25) Event Planning 	<ol style="list-style-type: none"> 1) Exposure/Promotion 2) Introductions/Connections 3) Advice/Strategy 4) Perspective/Feedback 5) Help with Stuff Creation 6) Help implementing their plans 7) Consistent content creation and promotion

Lesson #5 – Speaking the language

MARKETING U WHAT'S GOING ON

Today's Lesson: Lesson 5 - Talking the Language - Things to Say and Questions to Ask



Marketing University Lesson 5 Questions and Terminology

Next Class starts Monday, March 2. 28 days 20hrs 56mins 14s. You're NOT registered. [Get Class Info](#)

Lesson: Lesson 5 - Talking the Language - Things to Say and Questions to Ask

Description: In order to start making connections with businesses to start helping them, all you really need to learn is how to ask the right questions and talk the right language. That's what we're going to focus on today and you'll find how much your confidence increases when you KNOW that what you're saying is what businesses want (and NEED) to hear

What you'll learn

- ✓ what you'll learn: Stuff to learn
- ✓ how to think about businesses when you're thinking about businesses
- ✓ questions to ask of any business

Guide Pages: guide pages: [Link to Guide](#)

[I'm Done!](#)

Assignments: assignment:

Questions to Ask:	Terms:
1) What do you do/what is your business's purpose?	1) Target Market
2) Who are you marketing to?	2) Niche
3) Why do people: a. Express an interest b. Buy? c. Not Buy?	3) Funnel
4) How do you get your message in front of your customers?	4) Lead Generation
	5) Closing
	6) Media
	7) Message
	8) Message to Market Match
	9) B.A.I.T.
	10) Total Customer Value
	11) Lifetime Customer Value
	12) Upsell
	13) Sales Commission

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What does B.A.I.T. stand for?	Why Business is Good...
<ul style="list-style-type: none">• B: _____• A: _____• I: _____• T: _____	<ol style="list-style-type: none">1) Satisfies Needs2) Provides Choices and Options3) Voluntary Transaction must be mutually beneficial4) Employment, Tax Revenue, Philanthropy, Sponsorship of Activities

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Lesson #6 – Sharpening Your Saw – Case Studies and Simulations

This is where you get to put some of what you learned into action with REAL businesses with REAL challenges and REAL opportunities.


Some of the businesses selected from our Business Network (more added each week):

1) Piano Lab	6) Pawsitively Possible! Dog Training
2) Hughes Orthodontics	7) Patrick's Painting
3) Skopp Chiropractic	8) Campbell and Ferrara Landscaping
4) Fort Hunt University	9) Paul Spring Retirement Community
5) Home First Mortgage	10) Assorted Realtors

These are your FUTURE CLIENTS – the men and women who will be happily paying you to use your knowledge, experience, and skill once you graduate from the Marketing University 12 Week Program!

Visit www.FortHuntUniversity.com/MarketingSimulator to “interview” these businesses, make recommendations and get feedback on your Marketing Brain!

Lesson #7 – What Next – Moving to Marketing Mastery



MARKETING U WHAT'S GOING ON

Today's Lesson: Lesson 7 - What Now? Getting to Marketing Mastery...and Money

Next Class starts Monday, March 2. 28 days 20hrs 55mins 5s. You're NOT registered. [Get Class Info](#)

Lesson: Lesson 7 - What Now? Getting to Marketing Mastery...and Money

Description:

What you'll learn

- ✓ what you'll learn: more about Marketing University Class
- ✓ How to get started if you're interested
- ✓ what you'll be able to do during and after the class
- ✓ how to balance Marketing with your LIFE!

Guide Pages: guide pages: [Link to Guide](#)

[I'm Done!](#)

Assignments: assignment:

How to Submit: [Submit](#)

Support: support:

Well, hopefully you're excited. We've gone through “why marketing”, “what businesses need”, “Business Types”, “mapping your interests”, “How you can help businesses”. Then I think we also hopefully you got into a little bit of a kind of case study/simulation type approach where you can actually think about “How would you respond to this question?” or “what question would you ask of this business?”

So in my opinion you're doing some good stuff.

So now the question is “what's next?”

Well, hopefully two things have happened.

Either you have started really getting excited about the idea of doing some marketing as a hobby or doing some marketing in your own business, either now or in the future. And maybe you're even starting to think, “Wow, this would be, this can be kind of a fun gig for me either as a company that I run or as a career”.

All of those things are good. If our conversations have sparked something that's a positive.

Or this isn't interesting to you at all.

(I'm going to focus on the people for whom it's interesting. Okay.)

So what next?

The best biggest thing that you can do is to apply to be part of our next marketing university class.

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And I'm going to talk to you about what that is. And in some cases, me talking about it is going to be how I'm actually creating it, right? That's the fun thing of marketing.

It's actually the fun thing of teaching too.

So what we're going to do is we're going to start the class on a monthly basis and all of the students who are interested and who applied. There is a fee for it but I'm not even going to write the fee here because one of the things I'll talk to you about in terms of determining pricing is that it may change, right?

Side note: there is a video on the website called "The four principles of pricing" and it talks about how pricing is really important to your marketing message. As an example, if you price something very, very low, you might think, "Oh well that'd be great. I'll have a lot of people who are interested in it!"

But in a very real and sometimes subconscious way, people evaluate and decide the value of a thing based on the price of that thing.

If something's very, very cheap, they might evaluate it and say, "well that's not a very high quality product".

If something's very, very expensive, people automatically impute ("impute" is a great word – it means to "to place on", "to attribute to"), They'll say, "Oh, if that's expensive, it must be good."

Well, which would you rather have? Would you like for your clients and prospective customers to think of you as "very, very good" or "very, very not good"?

Well, that's of what pricing does. So I'm not going to write the price here cause I might change it.

Also, while I won't go into the four principles of pricing here, that's one of the things that we've talk about in the class.

All right, the course. So what are we going to do?

We're going to review some of these concepts. We're going to start building on the things that we've already introduced.

Our goal is to get you in the first month in a place where you can really start approaching and adding value to local businesses.

You're probably not surprised that we have a whole group of businesses that are super excited to have you come do work for them.

Now you're in kind of an apprentice intern position right now where they're helping you as much as you're helping them, but that won't be the case once you graduate.

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Once you graduate, you're full on seeking clients.

And we're going to talk about how to build a business so that you can have a very profitable school year or a very profitable summer and how you can really leverage this in terms of achieving your college goals or your career goals or really just your money goals, whatever they are.

But fundamentally you're going to be doing what I do for a living.

You're going to be connecting with businesses.

You're going to be asking questions, you're going to be making suggestions, but you're going to do that in the context of our class.

And that means that when you talk to the carpet salesman and they tell you what the problem is in their business, you can then bring that problem to me and to our class and you can say, "What do you think I should do about this?"

And we can all see, you know, jump on it and get suggestions.

So let's just go over some of what we're going to be talking about.

As I've said, anytime that I have said during this seven day introduction " Oh, well that'll come later."

Well then this is later, right?

So we will be talking about using social media.

We'll be talking about search engines, how search engines work and why somebody would want to make some changes in terms of their website or changes to the kinds of stuff that they're sharing in order to attract customers and to be the person who comes up first on Google when somebody searches for personal trainer or somebody searches for Indian food.

We're going to talk about leveraging lots of different technologies, different social media.

You may not have run into this yet, but there's a thing called LinkedIn, which is like a business network.

There's a thing called Alignable, which is a local business network.

There's Facebook, there's Pinterest, there's Instagram, there's YouTube.

There's Yelp. There's Google ads. There's a YouTube ads.

There's Amazon, there's all these things. Now each of those things could be a long, long course in its own right.

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Our goal is for you to be familiar with them so that when you're talking to a business, you can talk about the tools that are available.

Think of it like you're a person and you have a tool belt. And you have these tools on your belt.

When, when you go into a situation and the person you're talking to needs something, you can say, "I have the tool that can help you fix that."

Right?

So that's one of the things we'll be covering.

Now, I don't want you necessarily to become a search engine expert or an Amazon affiliate expert or a YouTube ad expert.

Sometime the word works well when you can see things from the top and see what the opportunities are and then you can plug in as you want to plug in.

And truthfully, some of you might take that exact approach – "I am going to become a Google search engine optimization expert". Great. The person right next who is taking a more general approach can rely on you when they need help with that particular issue.

They can focus on discovering or surfacing opportunities.

So what else were we going to talk about?

We're gonna talk about funnels, right?

So we talked about the funnel, right? In the funnel, you have BAIT in front of your customer. You use lead generation advertising to attract people using your BAIT.

And then they come in to your funnel and then the question is, "How do you convert them into a customer?" A person who pays you money?

And then there's fulfillment. Fulfillment is how the business is going to make that customer delighted.

So you're going to be talking to a business and saying, "well, what's your problem?"

Is your problem and you don't have enough customers?

Well, then we're going to focus on BAIT and Lead Generation. For the time being, We don't care at all about the fulfillment.

Fulfillment is all after you get the person coming in the door.

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Or is the problem that you've got a bunch of people coming in the door, but they're not converting into customers.

We can do 23 things to increase conversion.

Or is it a situation where the business says “No, I've got no problem with lead generation. I'm bringing in lots of prospects. I'm converting people into customers. It's just taking too much money. It's taking too much time. It's taking too much energy to fulfill them.”

Well, we can talk about strategies to help with that as well.

So we'll be discussing tools and strategies to help with LEAD GENERATION, CONVERSION, and MORE EFFECTIVE and EFFICIENT Fulfillment of customers. (We're even going to show businesses how to increase the total customer value of their existing customers).

We're going to talk about that so you are going to be able to be proficient in understanding and applying these strategies.

Now I've been accused of having people drink from the fire hose, basically overwhelming people.

So I'm going to try to do my best during the program to not do that for you.

During the program you're going to be able to grab specific modules, specific lessons, and add the ones you want to your tool belt.

Like you might say, “Okay, I'm going to go do the “how to write good sales copy” module.

That's creating a brochure or sales letter or a script where if someone reads or listens to it, it makes you want the product.

And, and video is just sales copy brought to life, right?

For instance, this video - I didn't really write this in advance, but if this is good, then it makes you want the thing that I'm talking about.

So you might say, you know what? I want to really get good at writing sales copy or producing video copy. (That's what it's called. “Copy”.)

Well then you will watch that video and do those exercises and then you add that to your tool belt.

And now as you go out into the world, you can both think and say, “I have completed the training on this particular topic.”

Let's say one of your topics is just general business.

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You think “I want to have a overview of the sales cycle”.

Well, going through this process, understanding the steps, understanding the terminology, understanding what is important to who.

You've now just added that to your tool belt.

Let's say we're talking about Facebook ads. I was thinking about this yesterday. It's really kind of cool. If you are on Facebook, you're interacting with your friends, you're sharing your videos, you're sharing whatever. And you're seeing businesses that you may be very interested in working with.

Now you may be thinking, as students, “Dude, we don't use Facebook. Facebook's for old people.”

That's completely fine (it's a little obnoxious, but it's completely fine.)

It doesn't matter what's important to you, it matters what's important to your clients and who their customers are.

If they are marketing to kids, then they want to know what's going to get them in front of you - kids or their parents.

But If they're marketing to people my age (I'm 48 years old) , -- that what's called a demographic. That demographic, that target market might be found on Facebook.

And if they're looking to market to three year olds, then they should be on, you know, Nickelodeon or I don't know, whatever. That's not my business.

So if you want to add Facebook Ads to your toolbelt, then I want you to pull down the course on Facebook ads that explains what Facebook is, that Facebook ads are, who they could be of benefit to, how you do it, how you paid for it, how you know if it's working, how you report the results to your client so they see it's working.

You'll explore how you figure out who your target market is going to be? How you select who that ad is going to show in front of? What are some good best practices that people have been doing in order to make Facebook ads work?

Again, it doesn't even matter what we're talking about in terms of what we're selling.

You can be selling personal trainer services or you can be selling an attorney's services or you can be selling termite removal, right?

You'll have to start doing what we've been discussing earlier.

Defining who the market is.

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How do you put your message in front of the market? (That's what lead generation is.)

What is the good BAIT?

If you're going to create an ad, if you're going to spend money, then you want to make sure it's likely to produce results. (Again I'm talking about your client's money, but if you are going to advise your client to spend money to put a message in front of their target market, then you better make sure that there's actually a worm on that hook, right?)

This is an important point about creating BAIT and doing advertising:

You don't just throw a hook in the water. I don't care how many fish there are in the pond. And I might not even care how hungry they are. If you all you do is a line with a hook into the water, you're not going to get any bites. (unless they just accidentally stumble upon it or the fish are just bored. 😊).

Let's just say this -- you're more effective if you put bait on the hook.

So you're going to talk about this to your client. And this is honestly, probably one of the biggest things that you're going to do is to help clients with – developing good BAIT.

But the truth of it is you can still develop good messaging even if they haven't created great BAIT. So we'll talk about all sorts of things you're going to say to your client.

You might start with your client and say, "listen, you've got a really good product or service. You've actually got the opportunity to put your message in front of your market. You just don't have good bait."

"Or You've got great bait. We just need to put that on more hooks and drop that line into more ponds."

Or "Hey, listen, you've got great bait and they're coming into your funnel, but you're doing a bad job of reeling the customers in. "

Now you might think, "Dude, I can't talk to an adult who owns a business and say to them, they're doing a bad job of this and that."

And that's completely fair.

That's not necessarily how you're going to be. But you do need to be able to think it though, right?

I need you to be able to look at my business and say, "Wow, you've got some opportunities there that you're not taking advantage of."

And then how you present those opportunities to me is going to be different than "Your business really stinks; here's what you should be doing."

And we're going to talk about all of this.

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My goal is for you to develop a very high functioning, profitable business.

Now I'm talking to multiple types of people reading this, right?

You could be somebody who just wants to market their own business and that's fine. I want that to be profitable.

You could be somebody who wants to have a career on Madison Avenue or making commercials or doing digital marketing.

That's great. I want that to be profitable.

Or you could be in a situation where you're thinking, "I would really like to run my own show and be able to work with lots of different clients or clients that are all from a specific industry. I want to work with people who work with pets."

Fine, I want that to be profitable.

But do you see the recurring, the kind of common theme is that I want your business to be profitable.

And the way that that happens is you developing, as I've said over and over again,

COMPETENCE and CONFIDENCE.

I want you to know what you're doing and I want you to believe that you know what you're doing and communicate that you know what you're doing.

So we're going to start with making sure you know what you're doing.

And honestly, hopefully you've gotten a lot from the first seven lessons, but now the question would be, "do you want to shift in and join the next program?"

I'm trying to limit the size of the program. That may not be a big issue in the beginning, but the goal is that this hopefully will be running forever.

This little video that I've recorded will be watched long after I'm dead. (Oooh, won't that be eerie!)

My goal of course is for us to have lots and lots of people working these strategies to help business. (I'm even going to give you opportunities to market THIS COURSE as well. It's a product and I'm a client, right?)

So as we grow, the goal is to keep it a manageable size because we have to fulfill on our promise and that's something that I'll be working on.

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So on to Marketing Master. Let's just assume for the sake of argument that you develop all of these skills and you're very excited about them.

And then, you're asking yourself, "Well what I do with this newfound competence and confidence?"

Well, we're going to talk about how to go get clients. We're going to talk about your own market, target markets, your own niche. We might say, I want you to focus on working with attorneys. I want you to focus with working on doctors. I want you to focus on working with doctors who are also attorneys.

So those are some of the things that we can do.

But the truth of it is that's what is going to come out of the course.

You're going to start deciding what you're interested in, but in that process, you're going to be ready to reach out and attract clients and feel comfortable that you can fulfill on your promise to those clients.

That's very important.

If you don't believe that you can do the job, then you won't convert. You won't put people in your funnel, you won't make good BAIT, and you will not lead generate.

And that's something that you have to be able to see with your clients.

You have to be able to see when they're holding themselves back.

So all that said, let me just talk about a little bit of the structure.

I reserve the right to add to this as we go, but here are some of the known structures.

- WEBINAR/VIDEO LESSONS: There will be video slash/ lessons. And my goal with these is going to be like I said, TOOLS: tools explaining SEO, explaining, how to put a Google ad words on your page or as a way of increasing revenue for your client. How to create a good piece of BAIT. What are some fundamentals of writing good copy, An introduction to different social media.

Now some of those will be just doing what I'm doing right now, right? Talking.

Some of these lesson I will grab from other people or I will grab from other places, but it will all be in pursuit of you being able to add tools to your tool belt.

- TRACKING – All of your lessons and skill development will be tracked because part of what's going to come out of the course is that you're going to have a portfolio of skills. You'll also have a portfolio of experiences. If you go out and write an ad for a client, that goes into your portfolio experiences.

If you go out and learn how to write an ad that goes into your portfolio of skills.

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First off, it's nice to be able to track your successes. But secondly, we want you to be able to go out and say, "here's what I know how to do". Right?

- SUPPLEMENTAL LESSONS and RESOURCES: I will also continue to do these types of peppery type of videos. Whether it's me talking to a one of my students or me talking to a client and we're just talking about business challenges, opportunities, or strategies. I will take those recordings and share them with you so that you can be constantly being exposed to ideas.

SIDE NOTE: You see, we just can't go wrong, guys. The truth of it is there's plenty of people with challenges and opportunities out there.

If you're in the business of solving problems, you're never going to lack for business.

Cause people always have problems.

And once you've solved problem #1, a new problem comes up.

A new opportunity comes up and you can help with that as well.

So don't worry about anything other than getting good, getting more skilled, and then focusing on what you really want to do and like to do.

And this is something you can do for the rest of your life from anywhere, right?

If you want. I mean, I'm in Alexandria, VA right now, but if I wanted to be in Alexandria, Egypt, I could be there and running my marketing consulting business or just marketing something?

I could pick something. I could say, "Hey, listen, we're selling tours to the pyramids" because I know how to market things.

I can go connect with somebody who has a tour business and start marketing their business and make whatever type of money I want to make.

And have whatever type of freedom I want to have.

And again, whether you want to be in that business your whole life, whether you want to go and do other things, you will be able to come into any situation in your life, whether that's promoting an event for your local PTA, whether that's working with a nonprofit, whether that's working with a startup new technology company, you're going to be able to come in there and be the person with the goods.

You're going to be the person who knows how to do the thing that they need to know how to do.

So that's marketing mastery.

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- OFFICE HOURS - I'd like to office hours every week, probably just online where you can come and chat with me. Either just chat-chat or video chat and we'll be talking about opportunities and challenges.

That's where I'll grab somebody on the call and say, "let's analyze one of your business cases". You're working with a restaurant down in old town and they're saying they have these types of problems.

Here's what my suggestion would be.

That's really the fun part, you know. It's just brainstorming.

It's applying things that you've done in the past to something that's an issue that somebody else is having.

- DIGITAL RESOURCES: There will be lots of paper resources or digital, PDF resources that you can use.
- SIMULATOR: I'm hoping that you already interacted with the simulation. So I would love to have more of those simulations. Whether that's just understanding the numbers of a business, like what would happen if I doubled their revenue or what would happen if I doubled their customer count or what would happen if I changed their pricing and how that changes their bottom line numbers.
- IN PERSON ACTIVITIES: For our local students, we will be having places where we can get together. We could go blitz a business. We can go do a site tour. (Those are things that I'm a little bit less likely to promise because they can be hard to coordinate and manage. And I'm, I'm very, I'm a big fan of leverage. I'm a big fan of doing something that we can scale out.)

So these are some of the structures and activities that are built into the program.

I'm happy to partner with you all along. If you say, "listen, Frazier, I think that we could do a field trip to a business and interview the owner and I think that we could use that to market the program."

Great. Let's do it. You run it and we'll share in the revenue from it, right?

The program is envisioned to last for 12 weeks and the goal is to start a new one every month. So if you're in your fifth week, you're going to be in your fifth week when somebody else is starting their first week and somebody else is in their eighth week when you started. The goal is for there to be a lot of cross pollination, learning from each other.

Opportunities to share what you are, your problems, your challenges, but also your successes.

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And after the 12 weeks, we're going to have an ALUMNI NETWORK. We have alumni, people who have graduated the program. Our goal will be to help you use what you have learned and what you are doing to get more gigs, more projects, or positions, if that's what you're looking for.

And a lot of you are thinking about going to college and trying to think about how you can distinguish yourself -- How you can make yourself stand out from the crowd?

Well this will help and we will help you do that. We will reach out to the admissions directors that we know and give you tools, like letters of recommendation, or help you get letters of recommendation, from your clients.

But the other thing is that I would love to work with you all to take this into your colleges, right?

Because there are businesses in those college towns and then there are people, college students who are running businesses.

And, of course, college students have needs, parents have needs. So you can be thinking about what type of business you want to run.

So these are great opportunities that in my opinion you'll be able to take advantage of as we move forward.

The goal for the seven days was to get you ready, give you a taste, maybe even get you excited.

Then the goal for the next 12 weeks is to give you a really, really, really solid foundation in that first month and then start learning on the job as we move forward.

And then going forward, obviously people are going to go where they want to go. Are you using this to get a job or using this to get into college?

Are you using this to make a little extra money or using this to help your parent's business?

Are using this to help your own business?

Or do you really want to be opening up your marketing shop one day as a marketing consultant?

Either way is fine.

Next step for you though, is to register. And you'll either go directly into the class or you'll go on the wait list depending on what our numbers are.

<http://www.FortHuntUniversity.com/Register>

You can pay online and then you'll be ready to go.

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You'll have access to some materials before the program begins, but our programs are going to restart every month. (Partially that's just me managing things so that I can get excited about new programs starting but it's also so that as we make changes, we want to be able to implement them fresh, new for the new program.)

So there it is.

Again, if you do not go forward with me and your fellow marketers as part of marketing university, I wish you nothing but the best. Please, please reach out to me via email (Frazier@FortHuntParent.com)

Please reach out to me or if there's a place on the website to share some of what you've learned, share what you're doing. I would love to connect with you again, whether you go through marketing university or whether you just went through marketing orientation, marketing 101.

As far as I'm concerned, we're on this journey together and I would love to not only hear what you're doing and if you need anything, um, but also to help support you in connecting with clients.

The big way that we're going to do that is through the program because that's what I created but I'm happy to answer questions.

I'm happy to put you in front of people or connect you with people that I think would be interesting to you or you'd be interested in.

Again, I wish you nothing but the best.

Remember, business is good.

You are doing a great job.

If you're helping other businesses connect with clients, then you're doing the Lord's work as far as I'm concerned.

Because you're helping people who would be better off if they did connect.

So congratulations for completing the program. Hope to see you around campus as we say, and good luck.

Frazier