



Exclusive Marketing Services for Licensed Davis® Facilitators

Workshop Agenda

Day 1

Time	Topic	Format
9:00 am – 9:45 am	Marketing your Business – Small Steps that Go a Long Way <ul style="list-style-type: none"> • Business fundamentals • Marketing techniques 	Presentation
9:45 am – 10:45 am	Setting Goals for your Business A critical piece for your business success! <ul style="list-style-type: none"> • Ideas for effective goal setting (Setting up your business calendar, vision boards, claying your intentions, etc.) • Practical application of concepts to your business and personal goal setting. 	Group discussion/personal examples (like Pod Topics)
10:45 am – 11:00 am	Break	
11:00 am – 12:30 pm	Access Database Training <ul style="list-style-type: none"> • Overview of Microsoft Access • Understanding/using a database • Learn how to enter contacts 	
12:30 pm – 1:30 pm	LUNCH	
1:30 pm - 3:30 pm	Access Database Training (continued) <ul style="list-style-type: none"> • Learn how to create email lists, mailing lists, labels, and run reports 	Guided individual computer work. Done with assistance from Karen.
3:30 pm - 3:45 pm	Break	
3:45 pm – 4:45 pm	Newsletter Training (MailChimp.com) <ul style="list-style-type: none"> • Create a professional newsletter template with your logo, color scheme, upload email contacts, waiver notice, and unsubscribe options. • Learn how to maneuver in MailChimp to add graphics, text boxes, and hyperlinks. 	Guided individual computer work. Done with assistance from Karen. Newsletter text provided.
4:45 pm - 5:00 pm	“Homework assignment” and Q&A	



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Day 2

Time	Topic	Format
8:30 am – 9:00 am	Review of homework and questions	Discussion
9:00 am – 10:30 am	<ul style="list-style-type: none"> • Newsletter Training (continued) • Finish Newsletter Template • Create an email campaign and send to existing list • Review campaign "Stats" <ul style="list-style-type: none"> ○ See who opened your email, who forwarded it to others, etc...and how to maximize this information in your marketing efforts! 	Presentation of Karen's past campaign statistics. Individual computer work. Done with assistance from Karen.
10:30 am – 10:45 am	Break	
10:45 am – 11:30 am	Overview of Press Releases <ul style="list-style-type: none"> • When/how to use • Review of provided Press Release template • Overview of how to customize pre-approved press release and learn how to send to contacts. 	Presentation with practical application to be done from your computer with assistance from Karen.
11:30 am - 12:30 pm	Online Directories <ul style="list-style-type: none"> • Why you <u>MUST</u> be listed! • Overview of resources to use • Development of your "Company Blurb" 	Discussion/individual computer work. Template for company blurb provided for customization
12:30 pm - 1:30 pm	LUNCH	
1:30 pm – 2:30 pm	Online Directories (continued) <ul style="list-style-type: none"> • Practice visiting the directories and filling out the forms to get listed! <p style="text-align: center;">**Additional work will need to be done at home**</p>	Individual computer work. Done with assistance from Karen. Directory list provided.
2:30 pm – 3:30 pm	Newspaper/Online Calendars <ul style="list-style-type: none"> • Overview of how to best leverage your local resources. <p style="text-align: center;">Great for getting free press and publicizing your seminars!</p>	Guided individual computer work. Many links provided.
3:30 pm – 3:45 pm	Break	
3:45 pm - 5:00 pm	Work time	Work on areas of your individual needs with guidance and assistance from Karen.



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Workshop Agenda

Day 3

Time	Topic	Format
8:30 am – 9:00 am	Review of course material	Discussion
9:00 am – 10:30 am	Social Media Overview <ul style="list-style-type: none">• What is Social Media and why it is important to use it• How it works and how to set up your business to get involved.• Set up Facebook, LinkedIn, Twitter Accounts (and more...)• What to post and how to find information that will be interesting for clients	Presentation and live look at various Social Media sites.
10:30 am – 10:45 am	Break	
10:45 am – 12:30 pm	Social Media (Con't) <ul style="list-style-type: none">• Get your business pages up and running!	Individual computer work with assistance from Karen
12:30 pm - 1:30 pm	LUNCH	
1:30 pm – 5:00 pm	Explore Provided Templates <ul style="list-style-type: none">• Business forms• Flyer templates• Marketing Material templates Work Time	Work on areas of your individual needs with guidance and assistance from Karen.