

Celestial Marketing Academy

Course Syllabus

#1: Your First Marketing Essentials	#2: Your Marketing Collateral	#3: Get More Clients Now
<p>First things first: That's the theme for this part of the Celestial Marketing Academy curriculum. You'll learn how to take imperfect action and develop your First Marketing Essentials that will help your clients and referral sources get to know you.</p>	<p>Once you have your First Marketing Essentials completed, you'll move on to creating additional marketing collateral that will help you connect with your ideal clients and referral partners. Again, it's all about implementing imperfectly!</p>	<p>With your marketing collateral in your back pocket, it's time to find clients! You will confidently pursue client attraction strategies, and you'll learn how to equip your referral partners with information that will allow them to refer clients to you.</p>
<p>You'll work on:</p>	<p>You'll work on:</p>	<p>You'll work on:</p>
<ul style="list-style-type: none"> • Professional photos • Website • Business cards • Elevator speech 	<ul style="list-style-type: none"> • About Me flyer • Pricing and packages flyer • Testimonial flyer 	<ul style="list-style-type: none"> • Networking • Speaking • Asking for referrals
#4: Your Ideal Client	#5: Your Marketing Differentiators	#6: Marketing Love Messages
<p>You are not everyone's healer. That means you are only supposed to work with people who are meant to serve. These are your ideal clients – those people who are up all night long, needing the solutions you offer. Now it's time to find out who these wonderful people are!</p>	<p>There may be many people in your profession, but there is only one you. It's time to peel back the layers and determine how you are the best person for your tribe. Through these modules, you'll be able to articulate how you are different and why your ideal clients should work with you.</p>	<p>Marketing is a Divine Tool! And that means everything you write in your marketing to your ideal client should be filled with Love. When it's filled with Love, it will pull your ideal clients to you – effortlessly. And you'll love the process because it aligns with your energy.</p>
<p>You'll work on:</p>	<p>You'll work on:</p>	<p>You'll work on:</p>
<ul style="list-style-type: none"> • Your ideal client persona • Where your ideal clients are handing out • Empathy map 	<ul style="list-style-type: none"> • Competitive analysis • Your unique selling proposition • Credibility factors • Telling your story 	<ul style="list-style-type: none"> • Writing a love letter to your ideal client • Creating resonating marketing messages

#7: Writing Your Marketing Plan	#8: Building Your Tribe	#9: Measuring Your Marketing Results
<p>Your marketing plan is your road map. Think of it as the way you will reach your destination (what you're trying to achieve in your business). Most entrepreneurs do not have a marketing plan, but you'll be the exception. With a marketing plan, you will never worry about how you'll get clients and earn money.</p>	<p>If you have a tribe, you'll always be profitable. Your tribe are those people who love you, rave about you, buy from you and refer customers to you. You want to always be adding people to your tribe. And through online marketing -such as social media and email marketing – you will have effective, heart-centered ways to build your tribe.</p>	<p>Directors of Marketing always measure their results – and you must too! That means you will observe what results you receive from each marketing tactic you implement, and then analyze it to see if it's an effective marketing tactic (worth repeating). This information will help you make adjustments in your business, so you're marketing smarter, not harder.</p>
<p>You'll work on:</p>	<p>You'll work on:</p>	<p>You'll work on:</p>
<ul style="list-style-type: none"> • Objectives • Messaging • Target audience • Marketing tactics • Goals • Marketing calendar 	<ul style="list-style-type: none"> • Benchmarking • Writing like you speak • Emailing your tribe • Starting an e-newsletter 	<ul style="list-style-type: none"> • What marketing tactics worked • What marketing tactics to abandon • What marketing tactics to repeat in future marketing plans • Where you can adjust your marketing for better results

Ready to enroll?

You can enroll in the Celestial Marketing Academy at any time by visiting www.JillCeleste.com/academy.

Here, you'll also learn more about the Celestial Marketing Academy, how it will help you become the Director of Marketing for your business, and read testimonials from past and current students.

Got questions?

If you want to discuss the Celestial Marketing Academy before enrolling, please set up a no-pressure, complimentary Get-Acquainted Call with me. We will discuss your current marketing, what struggles you're facing and see if the Celestial Marketing Academy is the right fit for you. To get on my calendar, please visit www.CallWithJill.com.