

## ADVANCED ONLINE TRAINING

### SECTION 15: MASS MARKETING

CHAPTER 1: **Volume Marketing** (2 pages) – Advertising in newspapers, on signs, etc.

- \_\_\_ Step 1. Print **Form - Volume Marketing** (1 page).
- \_\_\_ Step 2. Open **Marketing - Volume Marketing** (51 pages) and check off which of the categories I'd like to use while reading explanations of the 167 marketing techniques.
- \_\_\_ Step 3. Read **Marketing - Creating Signs** (7 pages) to gain valuable insights on how to create and use signs so they are most effective.
- \_\_\_ Step 4. Open and read through **Marketing - Business Workshops - Flier** (1 page).
- \_\_\_ Step 5. In Target Market Notes, \_\_\_ add names of any groups I'd like to approach. \_\_\_ Update Do List.

CHAPTER 2: **Using The Internet** (3 pages) – Internet marketing, building a website, and security.

- \_\_\_ Step 1. Print **Form - Internet Marketing** (1 page).
- \_\_\_ Step 2. Open **Marketing - Internet Marketing** (19 pages) and check off which of the categories I'd like to use while reading explanations of the 76 marketing techniques.
- \_\_\_ Step 3. Read **Information - Building A Website** (27 pages).
- \_\_\_ Step 4. Read **Information - PST Website Overview** (1 page) to see what a flowchart looks like and how it functions.
- \_\_\_ Step 5. Open **Form - Website Questionnaire** (1 page) to become familiar with questions I can ask to test my website.
- \_\_\_ Step 6. Read **Information - Internet and Identity Theft Issues** (7 pages) regarding important security issues.

### SECTION 16: EVENTS AND TELEPHONE MESSAGES

CHAPTER 1: **Event Marketing** (1 page) – Prepare for hosting a table or booth at an event.

- \_\_\_ Step 1. Read **Marketing - Event Suggestions** (3 pages) to learn about fairs and expos.
- \_\_\_ Step 2. Edit \_\_\_ **Marketing - Event Handouts-B&W** (1 page) or \_\_\_ **Marketing - Event Handouts-Color** (1 page).
- \_\_\_ Step 3. Prepare form for collecting names and email addresses.
- \_\_\_ Step 4. Open and print **Sign - PST Compensation Plan** (1 page), and **Sign - Business Training** (1 page).

CHAPTER 2: **Audio And Video Marketing** (1 page) – Create audio/video marketing methods.

- \_\_\_ Step 1. Read **Marketing - 24-7 Message and Video** (4 pages) to create telephone message and/or video.
- \_\_\_ Step 2. Read **Marketing - 24-7 Message Scripting** (1 page).
- \_\_\_ Step 3. Record Message.
- \_\_\_ Step 4. Record video.

### SECTION 17: ADS, TRACKING AND FOLLOWUP

CHAPTER 1: **Advertising Basics** (3 pages) – How to write professional ads that get results!

\_\_ Step 1. \_\_ Select from 207 ad-writing techniques in **Marketing - How To Write Persuasive Ads** (13 pages). Write ads using \_\_ **Marketing - Power Words And Phrases** (5 pages).

\_\_ Step 2. \_\_ Study ads in magazines and on internet sites read by my target market. \_\_ Start collecting phrases used in advertising that “grab” me, and use them in my own ads.

\_\_ Step 3. Read **Marketing - Sample Ads** (4 pages).

\_\_ Step 4. Write my own ads.

**CHAPTER 2: Ad Tracking And Follow-Up** (2 pages) – How to keep track of my ad results and follow-up procedures for my ads.

\_\_ Step 1. Print **Form - Ad Tracking** (1 page) to track my advertising.

\_\_ Step 2. Search online for ad tracker.

\_\_ Step 3. Read **Marketing - Follow-Up Ads And Procedures** (1 page).

**CHAPTER 3: Prepare For Next Crusade** (2 page) – Instructions for ongoing business-building campaigns so I can build my business quickly.

\_\_ Step 1. Set date to start a new crusade.

\_\_ Step 2. Print/fill in **Form - Circle of Flight Goals** (2 pages).

\_\_ Step 3. Print **Sign - Stick-Up Notes - Advanced** (1 page), then cut out and put up.

\_\_ Step 4. Review marketing strategy.

\_\_ Step 5. Set up advertising.

\_\_ Step 6. Consider increasing my gifts to others.

## **SECTION 18: BUSINESS MANAGEMENT**

**CHAPTER 1: Business Evaluation** (3 pages) – Analyze productivity for ongoing company growth.

\_\_ Step 1. \_\_ Plan evaluation sessions and \_\_ record the dates in my day planner.

\_\_ Step 2. Track the growth of my business using **Form - Commissions Tracking** (1 page), and **Form - Success Network Tracking** (1 page).

\_\_ Step 3. \_\_ Print **Form - Business Evaluation** (3 pages). \_\_ Evaluate my business. \_\_ Create a file folder for the forms and notes.

\_\_ Step 4. Review “active” files.

\_\_ Step 5. Review inactive files.

\_\_ Step 6. Go with and/or pay attention to someone who is successful.

\_\_ Step 7. Review training materials to study areas where I am weak.

\_\_ Step 8. Create my “successful procedures” guide.

\_\_ Step 9. Think about my habits and add notes to the “Challenges To My Success” sheet.

\_\_ Step 10. Keep track of my competition.

**CHAPTER 2: Miscellaneous Issues** (7 pages) – Additional issues of interest.

\_\_ Step 1. Review my “Personal Assets” lists, and add to the list. \_\_ Create “Professional Contacts” folder.

\_\_ Read and use **Form - Finding Professional Advisors** (1 page). Find qualified \_\_ CPA. \_\_ CFP.

\_\_ Banker. \_\_ Lawyer.

- \_\_\_Step 2. [U.S. residents] \_\_\_Read **Information - Tax Information** (8 pages). \_\_\_List quarterly tax-due dates.  
\_\_\_Open **Information - Tax - Forms USA Help** (15 pages). \_\_\_Open **Form - Simplified W-9 Request** (1 page). \_\_\_Open **Information - Tax Definitions Of Terms** (16 pages).
- \_\_\_Step 3. \_\_\_Read **Information - Business Types** (2 pages) to learn the benefits and drawbacks of incorporating.
- \_\_\_Steps 4-6. [Optional steps] \_\_\_Phones. \_\_\_Fax. \_\_\_Website Merchant Account.

## SECTION 19: MONEY MANAGEMENT

CHAPTER 1: **Managing Money Wisely** (1 page) – Personal and business money management.

- \_\_\_Step 1. Read 22 money-management tips in **Information - Money Management - Business** (2 pages).
- \_\_\_Step 2. Read 243 tips in **Information - Money Management - Personal** (24 pages) for ways to keep and maximize my income.

## SECTION 20: TRAINING BUSINESS ASSOCIATES

CHAPTER 1: **Learning The Basics** (1 page) – Make working with business associates easy.

- \_\_\_Step 1. Read and print **Training - Clarifying Expectations** (1 page) to learn the wants, needs, and expectations of my business associates; and to tell them what you expect of them. \_\_\_Place in *Business Binder*.
- \_\_\_Step 2. Read **Training - Training Business Associates** (16 pages) to build strong support skills as a leader.

CHAPTER 2: **Developing Leadership Skills** (5 pages) – Motivate business associates.

- \_\_\_Step 1. \_\_\_Print and read **Information - Motivational Types** (2 pages). \_\_\_Put in sheet protectors in binder.  
\_\_\_Determine the motivational type of my business associates. \_\_\_Determine my motivational type, and \_\_\_share with others.
- \_\_\_Step 2. \_\_\_Print **Form - Leadership Qualities** (4 pages), and \_\_\_go through it to evaluate my abilities.  
\_\_\_Use regularly to develop leadership skills and habits.
- \_\_\_Step 3. Read **Information - Passionate Ignorance** (1 page) and integrate into my conversations.
- \_\_\_Step 4. \_\_\_Watch video on the value of appreciation. \_\_\_Consider ways I can show appreciation.

## SECTION 21: EXPANDING MY BUSINESS

CHAPTER 1: **Hiring For Business Building** (3 pages) – Instructions and forms for hiring.

- \_\_\_Step 1. Read **Training - Hiring Employees And Contractors** (13 pages).
- \_\_\_Step 2. Open/Edit \_\_\_**Form - Employee Agreement** (1 page), and \_\_\_**Form - Independent Contractor Agreement** (2 pages).
- \_\_\_Step 3. Review documents for additional marketing techniques I want to hire someone to do for me.
- \_\_\_Step 4. \_\_\_Start looking for people to hire. \_\_\_Add to my Do List, if appropriate.

CHAPTER 2: **Interacting With Others** (1 page) – Understanding personal characteristics.

- \_\_\_Step 1. Read **Information - Negotiation Strategies** (8 pages) to learn how to negotiate the best deals.
- \_\_\_Step 2. Read **Information - Different Conversational Styles** (4 pages) to understand the habits and characteristics of others, and how I can use this knowledge to build my business.

## SECTION 22: PROGRAM MY LIFE FOR SUCCESS

CHAPTER 1: **The Power Of Negative Programming** (3 pages) – Understanding where my negative thoughts and feelings first originated.

- Step 1. Read **Information - Manifestation Scale** (1 page).
- Step 2. Watch video on how positive and negative thoughts can be seen.
- Step 3. Read **Information - Negative Programming** (8 pages) to understand issues blocking my success.
- Step 4. Watch documentary on the harm done by the beauty industry in America.

CHAPTER 2: **Clearing Negative Programming** (3 pages) – Learn easy techniques to clear negative thoughts and feelings.

- Step 1.  Read **Information - How To Clear Negative Programming** (29 pages).  Use with document "Challenges To My Success."
- Step 2. Do an energy wipe down.
- Step 3. Do energy wipe downs on others.
- Step 4. Print **Sign - Stick-Up Notes - Positive Affirmations** (1 page), put up notes.
- Step 5.  Open and save **Form - Negative and Positive Statements** (32 pages) under another file name.  Check off statements that relate to me, delete those that don't apply.  Print copies.  Do clearings on negative statements and replace with positive statements.
- Step 6. Create CD or cassette using the positive statements.
- Step 7. Listen to my CD or cassette often.
- Step 8. Write the most important characteristics I want to develop on index cards and read often.

CHAPTER 3: **Developing Emotional Strength** (2 pages) – Build confidence and self respect.

- Step 1.  Look at myself in a mirror and  feel what I'm saying.  Put a note on the mirror.
- Step 2. Compliment others.
- Step 3.  Read **Information - Setting Boundaries** (21 pages).  (Optional) Open and print **Sign - 20 Bucks** (1 page).  Create Boundaries List.  Discuss with others.
- Step 4.  Read **Information - My Perfect World** (1 page).

CHAPTER 4: **The Power Of Appreciation** (2 pages) – Create strong relationships.

- Step 1.  Read **Information - Appreciation** (2 pages).  Think about the value of appreciation.  Put up notes to remind me to share appreciation with others.
- Step 2.  Print **Form - Appreciation** (1 page).  Use as directed in the above document.
- Step 3. Open and play **Information - Appreciation Game** (1 page).
- Step 4. Open **Sign - How To Build A Good Relationship** (1 page).  Put in an appropriate place.
- Step 5. Playing *Game Of Appreciation* as often as possible.