

Class of 2021: Program Syllabus



ORIENTATION

CREATE YOUR BIG AF VISION

Get clear on your big-picture vision for your business and life - so that you can stop feeling like you're just "doing a job" and start creating the impact you want in your bank account + lifestyle!

DEFINE YOUR BELIEFS + VALUES

Define the value of your work and uncover your unique POV - so that you can stop under-charging and start showing up confidently to claim what you're worth.

FRESHMAN | FOUNDATIONS

THE MINDSET & STRATEGIES OF A 6 FIGURE INDUSTRY LEADER

How to develop a growth mindset, establish your position as a thought leader and get visible consistently -- so that you can stand out in a crowded space, build credibility & attract premium clients who are looking for you.

SOPHOMORE | STRATEGIC SKILL BUILDING

CRAFTING THE RIGHT SOCIAL MEDIA STRATEGY

How to use market research and human psychology to develop a social media marketing strategy for your clients - so that you can support each client with a plan intended to help them reach their goals through social media content.

CREATING CONTENT CALENDARS THAT CONVERT

How to go from a 30,000 ft view with your Social Media Strategy - and create an actionable + practical Content Strategy and Content Calendar in support of your client's goals. We'll also show you how to share this plan with clients for approval in a structured and seamless way -- so that you have fewer questions, less micromanaging, last minute changes, etc.

BUILDING ENGAGED COMMUNITIES

How to illustrate the importance of building a strong community of potential buyers and providing stellar customer support for your client's audience - so that your client sees a bigger impact on their bottom line and values your services at a higher rate.

MASTERING ANALYTICS WITH EASE

How to simplify the data behind your work and understand which KPIs are the most important to measure - so that you can showcase tangible results to existing (and future) clients and build long-term, value-based relationships with your best clients.

JUNIOR | ADVANCED SKILL BUILDING

TELLING POWERFUL STORIES

How to humanize your content through storytelling and create an advanced marketing strategy - so that you can create deeper connections with your clients' audience and deliver better results from your marketing efforts.

CRAFTING VIRAL CONTENT

How to engineer shareable, clickable viral-worthy content so that your posts spread like wildfire and reach a wider audience (without using paid ads).

BUILDING STRATEGIC PARTNERSHIPS

How to use strategic partnerships for collaborative purposes & create far-reaching social media campaigns - so that your client accounts can be seen by even more people within a targeted demographic

STARTING SOCIAL MEDIA MOVEMENTS

How to create a social media movement around a specific message related to a client's brand & culture - so that you can grow their audience, spread awareness about their message, have conversations about things that matter, and create a lasting impact.

SENIOR | GRADUATING INTO AN INDUSTRY EXPERT

CREATING A SIGNATURE FRAMEWORK

How to go beyond just the “tactical” - and create your own signature framework - so that you can establish more value in the eyes of your client and win contracts at much higher rates.

RETAINING MEGAWATT CLIENTS

How to attract your most aligned clients - based on your core values, beliefs and framework - so that you win long-term retainers (and financial security) from clients who are thrilled to work with you.

COMMANDING PREMIUM PRICES

How to create a high-value offer for your megawatt client that combines their goals with your signature framework - so that you can continue to deliver the highest level of service, at a pace that’s comfortable for you.

LAUNCHING NEW OFFERS

How to launch your new offer and consistently “sell” your services on your chosen visibility platform - by promoting your signature framework and creating a consistent marketing plan to attract new leads.

CONVOCATION | CERTIFICATE CEREMONY