

# Vyral Marketing School Curriculum

## Table of Contents

<b>WHY WE STARTED OUR SCHOOL .....</b>	<b>3</b>
<b>FREQUENTLY ASKED QUESTIONS .....</b>	<b>5</b>
WHAT IS VYRAL MARKETING SCHOOL?.....	5
WHAT IS THE SCHOOL FOR? .....	5
WHAT WILL I LEARN?.....	5
HOW MUCH DOES IT COST? .....	5
WHO PAYS THE COST? .....	6
WHAT DO I NEED? .....	6
<b>HOW WE SOLVE A MARKETING CHALLENGE .....</b>	<b>6</b>
STEP #1: RESEARCH .....	6
STEP #2: PRIMARY OFFER .....	7
STEP #3: DIRECT EMAIL .....	7
STEP #4: WARM ADVERTISING.....	7
STEP #5: SECONDARY OFFER .....	7
STEP #6: Q&A VIDEOS.....	7
STEP #7: CUSTOMER INTERVIEWS.....	7
STEP #8: PARTNERSHIPS .....	7
<b>THE CURRICULUM OVERVIEW .....</b>	<b>8</b>
MODULE 1: GRAPHIC DESIGN FUNDAMENTALS .....	8
MODULE 2: MARKETING FUNDAMENTALS.....	8
MODULE 3: MARKET RESEARCH AND SEARCH ENGINE OPTIMIZATION (SEO).....	8
MODULE 4: COPYWRITING .....	8
MODULE 5: PHOTOSHOP FOR WEB DESIGN.....	8
MODULE 6: LANDING PAGES AND WEB DESIGN .....	8
MODULE 7: EMAIL MARKETING .....	8
MODULE 8: ADVANCED COPYWRITING .....	8
MODULE 9: ONLINE ADVERTISING .....	8
MODULE 10: ADOBE ILLUSTRATOR .....	8
MODULE 11: VIDEO, AUDIO & PHOTOGRAPHY .....	9
MODULE 12: TRACKING AND MEASURING RESULTS .....	9
MODULE 13: BUILDING YOUR MARKETING FUNNEL.....	9
MODULE 14: SOCIAL MEDIA COMMUNITY .....	9
MODULE 15: ADVANCED CONVERSION RATE OPTIMIZATION .....	9
<b>OUR FOUNDING PRINCIPLES .....</b>	<b>44</b>
1. START WITH THE MARKET, NOT THE DEGREE .....	44
2. FOCUSED, NOT BROAD INSTRUCTION .....	44
3. APPLICATION, NOT LECTURES.....	45
4. EMPLOYERS PAY TUITION, NOT YOU .....	46
5. DAILY, SMALL GROUP INSTRUCTION .....	46
6. UP TO DATE, RELEVANT MATERIAL .....	47
7. REAL WORLD SHADOWING .....	48



## Why We Started Our School

We started Vyril Marketing School to help marketing assistants generate leads and sales for their employer.

At Vyril Marketing, we're experts at hiring and training marketing professionals - from scratch - to market a professional service in a way that generates new clients.

Many of our clients, through their growth, needed to hire a full-time marketer in addition to, or as a replacement for, our done-for-you service.

Our clients asked us to train their marketing hires. We decided to open up the very training our employees get at Vyril Marketing to solve this problem.

Our employees on the agency/partner side of our business complete Marketing School with class every single day.

There is a reading or video assignment each night, followed by small group discussion the next day on a Zoom video conference.

The small groups are led by an instructor and cover how to implement the material from the previous day's lesson to generate leads and sales.

For example, if the assigned lesson was "How to Write a Better Headline", the following class would be spent writing and critiquing headlines.

This is called a "flipped classroom" where students watch lectures on their own and then apply the material the very next day through group discussion and practice in class.

[This is the future of education](#), and it's how people learn.

We bridge the gap between theory and application to get results faster.

Instead of creating our own lectures, we made a list of the best training material already created by Adobe, Lynda, Google, Facebook, Udemy and more.

The course materials are inexpensive and the most current training. We curated and methodically organized all the materials into an 18-month curriculum that requires 10 hours a week of your time.

This includes attending class, watching and reading material on your own, and practical application assignments. The program is modeled after an evening MBA course.

When you complete Vyril Marketing School, you will know everything it takes to be a great marketer - including market research, copywriting, landing pages, autoresponders,

Facebook ads, YouTube videos, banner ads, web graphics in Photoshop, video editing in Adobe Premiere, and more.

The full Vyril Marketing School curriculum is on our website with 262 marketing lessons to be completed within 18 months.

We start two semesters a year in April and October. The best part is you apply your newly acquired knowledge in real time for your employer, so you get real time feedback.

Your employer loves this because it puts you to work right away to improve results.

There are no “tests” at Vyril Marketing School. The only “tests” are the results you get for your employer. Class is daily Monday - Wednesday and Friday. On Thursday there are open office hours and you can meet 1:1 with your instructor.

At the end of each class, students write their employer a "Lesson of the Day" message. It quickly explains how they will apply the lesson to their employer's current marketing to increase leads and sales.

Everything is “virtual” and taught over the internet by video conference. You can live and work anywhere and still attend Vyril Marketing School.

The average in-state tuition for one year at a public university is [about \\$10,000](#). **Tuition for our 18-month Vyril Marketing School is \$18,000 plus course materials** (Photoshop license, books, Lynda.com, Udemy courses, etc).

This includes 240 hours of classroom time where you participate in daily class with a small group of eight student or less and a Vyril Marketing Certified Instructor.

Additionally, you’ll be invited to a private Facebook Group for students only where senior marketers at our agency live stream their work on real client projects.

You can shadow our expert marketers as they do work for clients to complement your studies.

Vyril Marketing School is intense, it’s class every day (except Thursday for open classroom hours) for 18 months. We modeled what works to take a anyone with the motivation to learn and make them productive as fast as possible.

This is what it takes. This is not an “online course” or “video series” you buy. Our school is designed to work and aligned with human behavior to foster accountability, discussion and daily practice.

We hire employees and must train them as fast as possible to get results for our clients. Our training was created to the highest standard - will clients pay for the skills our marketers bring to the table?

The answer is yes. You can access to this very same training.

Finally, we broadcast class live for free every day on Facebook. Go to [www.facebook.com/VyralMarketingSchool](http://www.facebook.com/VyralMarketingSchool) to watch.

That way you can see what it would be like to participate in class and get access to the live shadowing with expert marketers at Vyral working on real client projects.

If you like what you see, and you want to talk about enrolling, please apply now for a consultation.

## Frequently Asked Questions

[What is Vyral Marketing School?](#)

**We teach you how to generate leads and sales for professional services.**

You commit to an 18-month syllabus. You meet daily via video conference at a set time with 8 other students to discuss the previous homework assignment.

The total time requirement with class and homework is about 10 hours a week – about 4-5 hours of live class time and 5 hours a week of video lectures, reading, and pre-recorded software training you complete on your own.

[What is the school for?](#)

**Vyral Marketing School is designed to train marketing assistants.** It's for those who *actually have to do the marketing* to generate leads and sales. You will bridge the gap between theory and practical application. Starting the first day of school, your homework assignment is to improve your employer's marketing, so you generate more business for them right away. In the first 90 days, for example, you'll conduct research, write a primary offer, put it on a landing page, and drive traffic to it right away.

[What will I learn?](#)

**You'll graduate and be the smartest marketer in the room.** We publish the full curriculum on our website with 262 lessons and homework assignments. Every classroom "Lesson of the Day" is also live streamed for free so you can sit in on any class to make sure Vyral Marketing School is right for you. The value of participating is the peer accountability, active discussion, mentor shadowing, and weekly Q&A with your instructor. You are welcome to sit in on every classes for free and follow along with entire program at no charge

[How much does it cost?](#)

**Vyral Marketing School is \$18,000 tuition for the complete 18 month program.** The average in-state tuition for one year at a public university is [about \\$10,000](#). You also

have the cost of online training courses and books which are minimal (\$20 a month for Lynda.com, \$10 Udemy courses, \$10 a month for Photoshop, a few books on Amazon, a DigitalMarketer.com membership, and other training). You get 4-5 hours a week of personalized small group instruction and discussion. You can also shadow, in real time via a private video feed, our marketers as they work on client campaigns. Your instructor is also available for open Q&A at set times so you can get feedback on your work.

Who pays the cost?

**Ask your employer to pay your tuition based on your results.** Ask them “How much new business must I generate so you earn a positive return on investment from my training?” Typically, business savvy employers will risk 10% of the potential new client or customer lifetime value (CLV) to acquire them. For example, if a new client is worth \$18,000 in lifetime revenue to your employer, prove you’ll bring in 10 new clients for them. That’s a \$180,000 return on your one time \$18,000 training investment. Ask them to pay the full or part of the cost. In return, you agree to update them every single day on what you’re learning and implementing to grow their business. You can also ask for a bonus on the results you produce to cover your part of the tuition. To get this paid for, you must justify the tuition investment specifically to how you're making money for your employer every single day. This won't be hard. We guide you daily to make small marketing improvements for results.

What do I need?

**You only need motivation, a computer, a webcam, a headset and the internet.** You can be located anywhere in the world. All of your homework can be accessed by watching videos or reading books online. You’ll meet for class every day via a video conference. There isn’t any physical location for you to attend class - it's all online. Since there is active participation, you must be in a quiet area for class time, so your microphone does not pick up distracting background noise. Finally, you do need to work for an employer who wants more customers or clients, so you have a real marketing campaign to create or improve during the course.

## How We Solve a Marketing Challenge

**The process we teach to generate leads and sales for a business or professional service.**

Step #1: Research

Listen to the best sales consultations and collect 10 unaffiliated customer testimonials. Learn how people find out about you online. Look for what people are searching for.

You need to know how the product or service is successfully sold and why customers buy.

#### Step #2: Primary Offer

You'll need to write a persuasive message for the main product or service and get it on a webpage, so people can request a consultation or buy it. This is the whole point of your marketing. We ask, "What are we selling here?"

#### Step #3: Direct Email

Once the webpage is up, you'll want to send an email to the house list letting people know about the offer with a reason to respond now. It's the least expensive and fastest way to get results.

#### Step #4: Warm Advertising

You'll now want to advertise the primary offer with plenty of testimonials to recent web traffic, Facebook fans, YouTube viewers, the house email list, and more. Put the main offer in front of people who already know the business with advertising.

#### Step #5: Secondary Offer

Now that you've exhausted your warm audiences to sell your primary offer, create a free informational offer for strangers. This is a free e-book, podcast, newsletter, course, or event. Write a persuasive message for it and get it on a webpage. You want to ask for their basic contact information (permission to stay in touch) to get the offer. Upon opt-in an immediate conversion and long-term nurture campaign starts to get them to take the primary offer at some point when they are ready.

#### Step #6: Q&A Videos

Start publishing helpful and interesting content and push it out to your target market so you're in front of them as much as you can afford. Send to your database as nurture material, too. The goal is to get people to spend time with you and understand how you can help them solve their problems. You'll remarket anyone who watches these videos with your secondary and/or primary offer.

#### Step #7: Customer Interviews

Host a live event where you interview a customer on how they got results with you. Make it interactive. Advertise it to your entire target market as much as you can afford. Send to your database as nurture material, too. This will give you social proof of what you do, while the Q&A videos will help people get to know you. Remarket anyone who watches with your secondary and/or primary offer. As a bonus, ask your customer to share the interview with the people they know who may be ideal customers for you.

#### Step #8: Partnerships

Identify other businesses or professionals who sell to your target market. Build a relationship with them. You've maximized your own audiences and you're already advertising to your entire target market. You need another way "in" to your target

market, and that's through partnerships. Have someone book you to speak to their audience, be on their podcast, co-host a webinar, ask them to email their list, and more. They are in "toll position" and have access to the audience you want - work with them to get that access and their endorsement.

## The Curriculum Overview

### Module 1: Graphic Design Fundamentals

We find that understanding web graphics is the biggest bottle neck in the process - we get it out of the way

### Module 2: Marketing Fundamentals

Students need to understand direct response marketing principles

### Module 3: Market Research and Search Engine Optimization (SEO)

Learn how to research and understand a customer and their needs

### Module 4: Copywriting

Learn the principles to effectively write to someone's pain to offer a solution and get a direct response

### Module 5: Photoshop for Web Design

You'll study how to use photoshop like a designer so that you can create content for the web quickly and easily

### Module 6: Landing Pages and Web Design

Get that message on a website with a form or order button to generate leads and sales. Includes Wix, ClickFunnels, and Unbounce training

### Module 7: Email Marketing

Send emails to a permission-based list to get people to take action on the website

### Module 8: Advanced Copywriting

Learn advanced persuasive writing skills to create effective advertisements

### Module 9: Online Advertising

Learn how to use Facebook, display (banner), and YouTube ads to drive traffic to an offer for response. You get Facebook and Adwords certified.

### Module 10: Adobe Illustrator

Get the skills to use vector graphics to create remarkable content that does not require photos or video



## Module 11: Video, Audio & Photography

Learn how to use a camera and microphone to create creative and engaging marketing content. Includes Adobe Premiere & Audition training.

## Module 12: Tracking and Measuring Results

Discussion on customer value and using analytics to know if your marketing is working and generating profit

## Module 13: Building Your Marketing Funnel

How to optimize the entire customer acquisition funnel from a 10,000 foot view

## Module 14: Social Media Community

How to engage a target audience on social media so people start talking about you

## Module 15: Advanced Conversion Rate Optimization

In-depth advanced tactics to get the most business from your website

# Module 1: Graphic Design Fundamentals

## **Lesson 1** – Vyrul Marketing Framework Overview

You'll get to know your instructor and fellow classmates and then discuss the framework that you will follow throughout school.

## **Lesson 2** - Learning Canva ([All Lessons](#))

You'll learn how to use Canva, a powerful, yet simple graphic editor, so that you can quickly and easily create content.

## **Lesson 3** - Photoshop CC 2018 Essential Training: The Basics ([Units 1-3](#))

You'll learn how to open files, navigate the photoshop interface, and customize the photoshop interface.

## **Lesson 4** - Photoshop CC 2018 Essential Training: The Basics ([Units 4-5](#))

You'll learn what the essential components of digital and print images are and how to crop, resize, straighten and adjust photos.

**Lesson 5** - Photoshop CC 2018 Essential Training: The Basics ([Units 6-8](#))

You'll learn how to work with layers and the essentials of working with color and brushes in photoshop.

**Lesson 6** - Photoshop CC 2018 Essential Training: The Basics ([Units 9-11](#))

You'll learn how to make selections, edit and retouch local pixels, and use blend modes in photoshop

**Lesson 7** - Photoshop CC 2018 Essential Training: The Basics ([Units 12-15](#))

You'll learn how to make essential transformations and work with smart objects, filters, and adjustment layers in photoshop

## Module 2: Marketing Fundamentals

**Lesson 1** - The Ultimate Marketing Plan ([Chapters 1-3](#))

You'll learn the basics of crafting a message and presenting to the appropriate market.

**Lesson 2** - The Ultimate Marketing Plan ([Chapters 4-5](#))

You'll learn how real, legitimate proof and the perceptions of consumers affect your business and marketing efforts.

**Lesson 3** - The Ultimate Marketing Plan ([Chapters 6-7](#))

You'll learn how to harness the power of trends and how to take action steps no matter where you are at in your business or how big your budget is.

**Lesson 4** - The Ultimate Marketing Plan ([Chapters 8-10](#))

You'll learn why your customers are your #1 asset, the basics of getting referrals and how to generate short term sales surges.

**Lesson 5** - The Ultimate Marketing Plan ([Chapter 11](#))

You'll learn how, when, and why you should use the internet to deliver your message to your market.

**Lesson 6** - The Ultimate Marketing Plan ([Bonus Chapters](#))

You'll learn how to turn your ordinary business into a unique one and the power of "premiumization"

## Module 3: Market Research and Search Engine Optimization

**Lesson 1** - Online Marketing Foundations: Digital Market Research ([Units 1-4](#))

You'll learn how to conduct research to gain insights about demand in your market, your competition, and media buying.

**Lesson 2** - Online Marketing Foundations: Digital Market Research ([Units 5-6 and "Continuous Improvement"](#))

You'll look at a case study and apply what you know to find a solution. You will also learn about the tools professional market researchers use to gain powerful insights.

**Lesson 3** - Identifying and understanding your target market (20 Questions)

You'll answer 20 questions about your market to create a vivid picture and understanding of your market so that you can craft an offer that fulfills all the needs of your clients.

**Lesson 4** - SEO Foundations ([Units 1-3](#))

You'll get an overview of SEO, why keywords are the foundation of SEO, and how search engines and people view webpages.

**Lesson 5** – Using the Google Keyword Planner ([Steps 1-3](#))

You'll get an overview of SEO, why keywords are the foundation of SEO, and how search engines and people view webpages.

**Lesson 6** - SEO Foundations ([Units 4-5](#))

You'll learn the basics behind technical SEO and long-term content planning.

**Lesson 7** - SEO Foundations ([Units 6-8](#))

You'll learn link-building strategies, how to measure the effectiveness of your SEO and how to use SEO for Ecommerce.

**Lesson 8** - SEO Foundations ([Units 9-10](#))

You'll learn how to conduct local and mobile SEO.

**Lesson 9** - Photoshop CC 2018 Essential Training Review: The Basics ([Unit 5](#))

You'll review what the essential components of digital and print images are and how to crop, resize, straighten and adjust photos.

**Lesson 10** - Photoshop CC 2018 Essential Training Review: The Basics ([Units 6-8](#))

You'll review how to work with layers and the essentials of working with color and brushes in Photoshop.

**Lesson 11** - Photoshop CC 2018 Essential Training Review: The Basics ([Units 9-11](#))

You'll review how to make selections, edit and retouch local pixels, and use blend modes in Photoshop

**Lesson 12** - Photoshop CC 2018 Essential Training Review: The Basics ([Units 12-15](#))

You'll review how to make essential transformations and work with smart objects, filters, and adjustment layers in photoshop

## Module 4: Copywriting

**Lesson 1** - Learning to Write Marketing Copy ([Units 1-2A {Stop at: "Polishing the Draft"}](#))

You'll learn what copywriting is, how to prepare to write copy and what types of copywriting exist.

**Lesson 2** - Learning to Write Marketing Copy ([Units 2B-Conclusion](#))

You'll learn a basic overview of the rules and techniques used to write excellent copy.

**Lesson 3** - The Ultimate Sales Letter ([Chapter 1](#))

You'll learn how to get into the head of your ideal prospects and how to breakdown your offer so that you can match your sales message to your target market.

**Lesson 4** - The Ultimate Sales Letter ([Chapters 2-3](#))

You'll learn how to get your sales message delivered, opened and read by using the tools and tricks that Dan Kennedy uses himself. You'll also learn how to go from an "annoying pest to a welcomed guest" by using the AIDA framework and writing catchy headlines.

**Lesson 5** - The Ultimate Sales Letter ([Chapters 4-5](#))

You'll learn how to address price in your sales letter if it is even necessary! You'll also learn how to apply sales pressure through the written word and motivate people to take action immediately.

**Lesson 6** - The Ultimate Sales Letter ([Chapters 6-7](#))

You'll learn how to write your first draft, revise it to increase it's effectiveness, and rewrite it to add in your personal style. You'll also learn how to handle objections, answer questions and stir people to action.

**Lesson 7** - The Ultimate Sales Letter ([Chapter 8](#))

You'll learn how to put the final brushstrokes on your message to increase readership and conversion. You'll also learn to write headlines, post scripts (p.s.) and use graphics to enhance your message.

**Lesson 8** - The Ultimate Sales Letter ([Chapters 9-11](#))

You'll learn how to test your sales letter before you send it out and guarantee that it will get results. You'll also learn how, when and why you should use a sales letter.

**Lesson 9** - Photoshop CC 2018 Essential Training: Photography ([Units 1-3](#))

You learn how to use creative adjustment layers and fill layers to enhance your photographs. You'll also learn how to retouch a photograph to remove blemishes.

**Lesson 10** - The Ultimate Sales Letter ([Chapters 12-13](#))

You'll learn how to use a sequence of sales messages so that you can create a relationship with your prospects and how to write copy for the web.

**Lesson 11** - The Adweek Copywriting Handbook ([Chapters 1-4](#))

You'll learn about the qualities of a great copy writer and what it takes to learn the craft. You'll also learn about the role that graphic elements play in an advertisement.

**Lesson 12** - The Adweek Copywriting Handbook ([Chapters 5-9](#))

You'll learn how to write the critical first sentence of your copy, how to create a buying environment with your words, how to get agreement from the reader, how to keep the reader engaged, and how to overcome your limiting beliefs about being a copywriter.

**Lesson 13** - The Adweek Copywriting Handbook ([Chapters 10-14](#))

You'll learn how to sit down and write an advertisement, use emotion in your copy, and keep people reading from one paragraph to the next. You'll also learn why you sell a concept and not your product or service and how much copy you should write.

**Lesson 14** - Photoshop CC 2018 Essential Training: Photography ([Units 4-6](#))

You'll learn how to combine multiple images, work with smart objects, and use essential filters for photographers to enhance your images and create better content.

**Lesson 15** - The Adweek Copywriting Handbook ([Chapters 15-17](#))

You'll learn about the importance of writing in the second person, how to predict what your readers are thinking and answer their questions with your copy and how to refine and edit your copy to its purest form.

**Lesson 16** - The Adweek Copywriting Handbook ([Chapter 18](#))

You'll learn about 23 powerful concepts to copywriting and how to use them in your ads starting immediately.

**Lesson 17** - The Adweek Copywriting Handbook ([Chapter 19A](#) {[Stop at: Page 163](#)})

You'll study the first 15 psychological triggers behind why people make decision and why they buy including the feeling of involvement and ownership, honesty, credibility, and more!

**Lesson 18** - The Adweek Copywriting Handbook ([Chapter 19B](#))

You'll study the remaining 16 psychological triggers behind why people make decisions and why they buy like the desire to belong, the desire to collect, the sense of urgency, and more!

**Lesson 19** - Photoshop CC 2018 Essential Training: Photography ([Units 7-8](#))

You'll learn about the essential techniques behind painting in photoshop and how to use type, shapes, layer effects and styles to create unique images and content for your business.

**Lesson 20** - The Adweek Copywriting Handbook ([Chapters 20-24](#))

You'll learn how to position your offer so that people are eager to pay for it, which level you should write at, 7 simple steps to writing great copy, and review several great copywriting examples.

**Lesson 21** - The Adweek Copywriting Handbook ([Chapters 25-31](#))

You'll review ads both good and bad then you will apply the principles and tools you have learned to critique them and discover what works.

**Lesson 22** - The Adweek Copywriting Handbook ([Chapters 32-35](#))

You'll continue to study ads and apply what you have learned so that you can fine tune your copywriting abilities.

**Lesson 23** - The Adweek Copywriting Handbook ([Chapter 36](#))

You'll learn how to write copy for different forms of media like the internet, direct mail, television, radio and more!

**Lesson 24** - Photoshop CC 2018 Essential Training: Photography ([Units 9-10](#))

You'll review how to use artboard and libraries. You'll also learn how to export and share your files for different types of media.

## Module 5: Photoshop for Web Design

**Lesson 1** - Adobe Color Essential Training ([All Units](#))

You'll learn how to create color themes using Adobe Color so that you can quickly decide on colors for your webpages or brands.

**Lesson 2** - Photoshop CC 2018 Essential Training: Design ([Units 1-2](#))

You'll learn how to work with smart objects and how to creatively use transformations to create unique images and designs.

**Lesson 3** - Photoshop CC 2018 Essential Training: Design ([Units 3-4](#))

You'll learn how to create stunning designs by using a few essential filters and basic shape layers.

**Lesson 4** - Photoshop CC 2018 Essential Training: Design ([Units 5-7](#))

You'll learn how to use the pen tool, blend modes, fill layers, and layer effects and styles to create beautiful images and designs.

**Lesson 5** - Photoshop CC 2018 Essential Training: Design ([Units 8-9](#))



You'll learn the essential of type in photoshop and how to craft eye-catching logos. You'll also learn how to paint in photoshop so that you can bring your ideas to life and create beautiful graphics for your business content.

**Lesson 6** - Photoshop CC 2018 Essential Training: Design ([Units 10-12](#))

You'll learn how to work with artboards and libraries. You'll also learn how to export and share your final projects.

## Module 6: Landing Pages and Web Design

**Lesson 1** - Unbounce Training ([“Improving your marketing Campaigns with Landing Pages” A](#))

You'll learn what landing pages are, when and how to use them, and the fundamental elements of a good landing page.

**Lesson 2** - Unbounce Training ([“Improving your marketing Campaigns with Landing Pages” B](#))

You'll learn how to build your landing page, test it, measure its performance and the next step you should take to improve your landing pages.

**Lesson 3** - Landing Page Optimization ([Chapters 1-2](#))

You will learn the 3 stages of online marketing, acquisition, conversion, and retention. You will also get an overview of the online and offline methods available to drive traffic to your landing pages.

**Lesson 4** - Landing Page Optimization ([Chapter 3](#))

You'll learn about the roles, tasks, and content that you should consider when building your landing pages. Together those three elements create a matrix that will help you design an effective landing page layout.

**Lesson 5** - Landing Page Optimization ([Chapter 4A {Stop at: Page 87}](#))

You'll learn about five of the seven deadly sins of landing page design so that you can quickly and easily evaluate your current landing pages.

**Lesson 6** - Landing Page Optimization ([Chapter 4B](#))

You'll learn about two of the seven deadly sins of landing page design so that you can quickly and easily evaluate your current landing pages.

**Lesson 7** - Landing Page Optimization ([Chapter 5](#))

You'll learn what metrics you should pay attention to in Google Analytics so you know which pages to optimize first.

**Lesson 8** - Landing Page Optimization ([Chapter 6](#))

You'll learn a comprehensive framework for evaluating which parts of your webpage to fine tune.

**Lesson 9** – ([“Unbounce for Designers” A {Stop at: “Building Your Design in Unbounce”}](#))

You'll learn about the guidelines necessary to create a landing page in photoshop and transfer it to Unbounce.

**Lesson 10** – ([“Unbounce for Designers” B](#))

You'll learn to set transfer your design from Photoshop by adding graphic elements and making your page mobile responsive.

**Lesson 11** - Photoshop for Web Design ([Unit 1](#))

You'll learn how to set up your project for web design and prepare to practice building webpages in Photoshop.

**Lesson 12** - Photoshop for Web Design ([Unit 2](#))

You'll learn the fundamentals of responsive design so that you can create stunning and effective webpages.

**Lesson 13** - Photoshop for Web Design ([Units 3-6](#))

You'll learn the process of web design in photoshop, tips for collaborating with other designers and developers, what to consider when designing your site and how to export your masterpiece for development.

**Lesson 14** - Landing Page Optimization ([Chapter 7](#))

You'll learn about the complex nature behind testing and some of the math used to test webpages. You'll also learn how to design a test so that you can improve your webpages right away.

**Lesson 15** - Landing Page Optimization ([Chapter 8A {Stop at: Page 234}](#))

You'll learn about all the different testing and tuning methods you can use to improve your webpages.

**Lesson 16** - Landing Page Optimization ([Chapter 8B](#))

You'll learn about the advantages and drawbacks of the methods you studied in the previous lesson.

**Lesson 17** - Unbounce Training ("[Level Up Your Copy to Increase Conversions](#)") A {[Stop at: "CRO Writing"](#)}

You'll learn about the 5 pieces of copy that every landing page must have and the importance of getting to know your audience before begin to build your page.

**Lesson 18** - Unbounce Training ("[Level Up Your Copy to Increase Conversions](#)") B)

You'll learn how to write copy that optimizes your conversion rates and how to design a page so that the most important pieces of copy and information are easy for your audience to find.

**Lesson 19** - Unbounce Training ("[Getting Started with A/B Testing](#)") A {[Stop at: Testing the Features and Benefits Copy](#)}

You'll learn why A/B testing is so useful, the 5 elements you must test and how to come up with new ideas to test.

**Lesson 20** - Unbounce Training ([“Getting Started with A/B Testing” B](#))

You'll learn how to set up and A/B test in unbounce and look at case studies for inspiration.

**Lesson 21** - Landing Page Optimization ([Chapter 9](#))

You'll learn about the logistics of testing a landing page and whether it is better to outsource or use in-house resources.

**Lesson 22** - Landing Page Optimization ([Chapter 10](#))

You'll learn a detailed framework that you can use to put a plan in action right away.

**Lesson 23** - Modular UX Design with Photoshop ([All Units](#))

You'll learn how to use smart object style sheets, create PSD templates, and some tips and tricks like using layer comps to enhance your workflow.

**Lesson 24** - Landing Page Optimization ([Chapters 11-12A {Stop at: Page 345}](#))

You'll learn how to avoid real world pitfalls behind landing page optimization.

**Lesson 25** - Landing Page Optimization ([Chapter 12B](#))

You'll learn how to determine the lifetime value of a conversion action.

**Lesson 26** - Landing Page Optimization ([Chapter 13](#))

You'll learn how to avoid paralyzation by the plethora of optimization techniques that exist.

**Lesson 27** - Landing Page Optimization ([Chapter 14](#))

You'll learn about the dangers of collecting insufficient data and what to do if you have insufficient data.

**Lesson 28** - Landing Page Optimization ([Chapter 15](#))

You'll learn how to define and measure the success of your landing page.

**Lesson 29** - Learning Photoshop Automation ([Unit 1](#))

You'll learn how to use actions to speed up your workflow and automate the basic processes of your projects, so you can save time.

**Lesson 30** - Learning Photoshop Automation ([Units 2-3](#))

You'll learn how to work with and apply commands to multiple images at once to save time and create unity among your images.

**Lesson 31** - Create Any Sales Funnel with Click Funnels ([Intro A {Stop at: "Bait Overview"}](#))

You'll learn the fundamentals of click funnels and the principles behind creating effective funnels with the powerful software.

**Lesson 32** - Create Any Sales Funnel with Click Funnels ([Intro B {Stop at: "Perfect Webinar Funnel Overview"}](#))

You'll take a tour of the Click Funnels interface and gain deeper knowledge of the tools available.

**Lesson 33** - Create Any Sales Funnel with Click Funnels ([Intro C](#))

You'll study different funnels and learn which to use and when you should use it.

**Lesson 34** - Create Any Sales Funnel with Click Funnels (["Click Funnels Walk Through"](#))

You'll learn how to optimize and test your funnels for the best results.

**Lesson 35** - Digital Media Foundations ([Units 1-3](#))

You'll learn about how computers "think" and process images. You'll also learn how cameras process color and study the language of color.

**Lesson 36** - Digital Media Foundations (Units 4-8)

You'll learn why the shape of your pictures and the speed of your videos matters and study codecs, waveforms, vectorscopes, audio components and color wheels.

**Lesson 37** - Design Aesthetics for The Web (Units 1-2)

You'll learn what aesthetics is and how to use the elements of design to create beautiful webpages.

**Lesson 38** - Design Aesthetics for The Web (Unit 3)

You'll learn how to incorporate the principles of design into your webpages.

**Lesson 39** - Design Aesthetics for The Web (Units 4 -5)

You'll study the function of web design in various industries and the different design trends that you can take advantage of to improve your websites. You'll also learn about the role that a designer plays in web development.

**Lesson 40** - User Experience for Web Designers (Units 1-5)

You'll study the elements that make a good user experience, how to lay out a website so that navigation is easy, and how to write for the web so that your information is clear and easy to read.

**Lesson 41** - User Experience for Web Designers (Units 6-12)

You'll study the different types of webpages that make up a website, the different form of media you can use to tell your story, and how to balance advertisements and content.

**Lesson 42** - Mapping the Modern Web Design Process (Units 1-6A {Stop at: "Core Content Model Development"})

You'll learn the first six steps of the web design process like developing your content strategy and testing your prebuild.

**Lesson 43** - Mapping the Modern Web Design Process (Units 6B-10)

You'll learn the final six steps of the web design process like optimizing your site, launching it, and resetting it.

**Lesson 44** - WordPress Essential Training ([Units 1-3A](#))

You'll learn how WordPress works and how to create posts.

**Lesson 45** - WordPress Essential Training ([Unit 3B](#))

You'll learn how to revise, edit and optimize your posts using the powerful tools within WordPress.

**Lesson 46** - WordPress Essential Training ([Units 4-6](#))

You'll learn how to add images and media to your posts, create pages, and manage your content.

**Lesson 47** - WordPress Essential Training ([Units 7-8](#))

You'll learn how to enhance the appearance of your site and how to use plugins to extend the power of WordPress.

**Lesson 48** - WordPress Essential Training ([Units 9-10](#))

You'll study how WordPress handles users and how to use the settings to create a workspace tailored to your preferences.

**Lesson 49** - WordPress Essential Training ([Units 11-14](#))

You'll learn how to get and interact with users, and the security and maintenance that is necessary to run and maintain a WordPress site.

**Lesson 50** - Wix Academy ("[Getting Started with Webpages](#)" A)

You'll learn what kind of website you need, which components are crucial to your website, and how to determine your target audience, select the right template and choose your domain name.

**Lesson 51** - Wix Academy (["Getting Started with Webpages" B](#))

You'll learn how to build sitemaps and site structures, and 11 easy steps to create your website on Wix. You'll also study website navigation, research your competitors and gather your website assets.

**Lesson 52** - Wix Academy (["Content for Your Website" A](#))

You'll learn how to create a stunning homepage, how to take photos and create images for the web so that your site stands out, and how to use your assets to make your page stand out.

**Lesson 53** - Wix Academy (["Content for Your Website" B](#))

You'll learn which content elements build trust, how to keep your website fresh, and study basic copyright laws to keep your content safe.

**Lesson 54** - Wix Academy (["Web Design"](#))

You'll learn how to create a logo, which typeface you should use, how to animate your website and some essential composition rules you should consider when you build your site.

**Lesson 55** - Wix Academy (["What is a Landing Page"](#) and ["Design a Landing Page"](#))

You'll learn why you need a landing page, study the different types and components of landing pages, practice the design process and develop your strategy.

**Lesson 56** - Wix Academy (["Performance and Promotion"](#) and ["Walk the Extra Mile"](#))

You'll learn how to measure the performance of your website, promote your site, and look at a case study to learn what works and what doesn't.

**Lesson 57** - Wix Academy (["How to Start a Blog"](#))

You'll learn why it's important that you have a blog, study the elements that drive traffic to a blog and how to connect with your target audience to establish trust and authority.

**Lesson 58** - Wix Academy (["How to Set Up a Blog"](#))



You'll learn how to build your blog on Wix and meet the technical needs of a blog.

**Lesson 59** - Wix Academy (["How to Write a Blog"](#))

You'll learn how to title your blog and develop a strategy for you blog. You'll also learn the best practices for writing a blog.

**Lesson 60** - Wix Academy (["How to Promote Your Blog"](#))

You'll learn why you need to promote your blog, how to assess it's performance, and the best practices for blog promotion.

## Module 7: Email Marketing

**Lesson 1** - Wix Academy (["Getting Started with Email Marketing"](#))

You'll learn how to use the Wix Shout out editor to send emails to your database. You'll also learn how to grow your email list and write a checklist to make sure that every email you send is up to your standards before you send it.

**Lesson 2** - Wix Academy (["Grow and Manage Your Mailing List"](#) and ["The Art of Email Marketing"](#))

You'll learn 5 tips for writing an email newsletter, how to write catchy subject lines, how to use automation to engage site visitors and how to stay out of your audiences spam folder.

**Lesson 3** - Wix Academy (["Track Your Performance"](#) and ["Email Marketing for the Pros"](#))

You'll learn the basics of measuring and analyzing the performance of your emails, study email deliverability and how it affects your campaigns and how to boost your click through rate.

**Lesson 4** - Photoshop for Designers: Textures ([Units 1-2](#))

You'll learn how to apply textures with blend modes, layer masks, clipping masks and brushes to add an extra dimension to your projects and create more engaging content.

**Lesson 5** - Photoshop for Designers: Textures ([Unit 3](#))

You'll learn how to apply textures by using filters so that you can create more powerful artwork and photos to engage your audience.

**Lesson 6** - Optimizing Marketing emails ([All Units](#))

You'll study the basics of email marketing, learn about the different tools available, study how email fits into the greater scheme of your marketing plan and learn how to optimize for mobile and increase engagement.

**Lesson 7** - Managing Email Marketing Campaigns ([All Units](#))

You'll learn how to manage your email list, create an email campaign and optimize the deliverability and click through rates.

**Lesson 8** - Email Marketing Mastery ("[Start Here](#)")

You'll study the role emails play in marketing deeply, learn about the 3 types of emails and 2 send types, and you will study list/database management in depth.

**Lesson 9** - Email Marketing Mastery ("[Email Campaign Creation](#)" A)

You'll learn how to create your 30 day and 90-day email marketing calendar, so your newsletters and email blasts are always timely and deliver value at the right time.

**Lesson 10** - Email Marketing Mastery ("[Email Campaign Creation](#)" B)

You'll learn how to gather your promotional assets, so you can create a voice with your emails.

**Lesson 11** - Email Marketing Mastery ("[Email Campaign Creation](#)" C)

You'll study 3 different types of email campaigns including the indoctrination campaign, the engagement campaign and the ascension campaign. You'll also learn when you should use the different types of email campaigns and why

**Lesson 12** - Email Marketing Mastery ("[Email Campaign Creation](#)" D)

You'll study 4 different types of email campaigns including the consumption campaign, the segmentation campaign, the re-engagement campaign and the win back campaign. You'll also learn when you should use each of the campaigns.

### **Lesson 13** - Email Marketing Mastery (["Email Copywriting" A](#))

You'll gather great examples of email copy to model and study the four reasons people buy so you can write copy that is effective and gets results.

### **Lesson 14** - Email Marketing Mastery (["Email Copywriting" B](#))

You'll learn why subject lines play a major role in your email copy, how to write the body copy, and how to get people to click in your email.

### **Lesson 15** - Email Marketing Mastery (["Optimizing Opens and Clicks"](#) and ["Tracking and Measuring Results"](#))

You'll learn how to get more clicks and opens, benchmark your results, and when and why you should track and measure results.

### **Lesson 16** - Email Marketing Mastery (["Email Deliverability"](#))

You'll learn how to prove you're not a spammer, how to use your mailer reputation, sender infrastructure and audience engagement to improve engagement, and how to track engagement and deliverability.

## Module 8: Advanced Copywriting

### **Lesson 1** - Copywriting Mastery (["Start Here" A](#))

You'll learn what copywriting is, study the value journey, learn about the 3 fundamentals of copywriting, and define your prospect.

### **Lesson 2** - Copywriting Mastery (["Start Here" B](#))

You'll learn how to connect with the prospect, write with purpose, conduct research and review everything you've learned about copywriting so far.

**Lesson 3** - Copywriting Mastery (“Diving Deeper into Effective Copywriting”)

You'll learn how to write like you talk, use stories, find your voice and write with passion so that your copy really speaks to your prospects.

**Lesson 4** - Copywriting Mastery (“What is Your Copy Really Selling?”)

You'll learn how to determine your USP, identify the benefits of your offer, and articulate those benefits to your prospects.

**Lesson 5** - Copywriting Mastery (“Persuading Your Prospect” A)

You'll learn how to connect with your prospect on a personal level so that they feel like you have the solution they need.

**Lesson 6** - Copywriting Mastery (“Persuading Your Prospect” B)

You'll study the core buying emotions so that you can better relate to your prospect and help them solve their problem.

**Lesson 7** - Copywriting Mastery (“Anatomy of a Successful Sales Person”)

You'll study headlines, leads, the sales argument, the close, guarantees, the p.s. and learn how to put it all together.

**Lesson 8** - Copywriting Mastery (“Copywriting Secrets from the Masters”)

You'll study the successful techniques that have been used by world class copywriters so that you can model their writing to improve yours.

## Module 9: Online Advertising

**Lesson 1** - Facebook Marketing: Advertising (Units 1-3)

You'll learn how facebook ads work and how to create them.

**Lesson 2** - Facebook Marketing: Advertising ([Units 4-6](#))

You'll learn about different advertising options within the Facebook ad platform, what each metric means and how to implement best practices.

**Lesson 3** - Facebook Marketing: Advanced Advertising ([Units 1-4](#))

You'll learn what the Facebook power editor is, how to manage ads, campaigns and pages using the power editor, and how custom audiences work.

**Lesson 4** - Facebook Marketing: Advanced Advertising ([Units 5-9](#))

You'll learn about some of the advanced features that power editors offers and how to use the Facebook pixel to track the performance of your ads. You'll also learn how to use the Facebook business manager, retarget website visitors, and you'll get a few extra tips about the Facebook ad platform.

**Lesson 5** - Paid Online Traffic (["Start Here"](#) and ["Paid Traffic as a System" A](#))

You'll learn how to create a customer avatar and incorporate your advertising into your marketing funnel. You'll also learn how to create a system around your advertising, handle warm traffic and handle hot traffic.

**Lesson 6** - Paid Online Traffic (["Paid Traffic as a System" B](#))

You'll learn the difference between hot and warm traffic and find your market so that your ads reach the right audience and are more effective.

**Lesson 7** - Paid Online Traffic (["Deeper Dive: Facebook Ad Platform"](#))

You'll take a deeper look into the Facebook ad platform and review some of the material you learned in previous lessons.

**Lesson 8** - Paid Online Traffic (["Retargeting to Maximize Results"](#))

You'll learn how to segment your audiences by visitor traffic and retarget to those audiences so that your messages resonate with them.

**Lesson 9** - Paid Online Traffic (["Troubleshooting Your Campaigns"](#))

You'll learn how to troubleshoot your campaigns, offers, targeting, ad copy, and ad creative so that you can improve your results.

**Lesson 10** - Paid Online Traffic (["Other Channels" A](#))

You'll learn about all the different channels that you can use to run ads including Twitter and Linked In. You'll also learn how to use content distribution networks.

**Lesson 11** - Paid Online Traffic (["Other Channels" B](#))

You'll learn how to use dedicated email drops, Google, and YouTube so that you can leverage your ads on many platforms.

**Lesson 12** - Advertising on Instagram ([All Units](#))

You'll learn the basics of advertising on Instagram, which content to use on Instagram, the meaning behind the metrics, and how to create an entire campaign on Instagram.

**Lesson 13** - Google AdWords Essential Training ([Units 1-2](#))

You'll get an overview of pay-per-click advertising. You'll also learn what to do before you start advertising, so you don't waste your time and money.

**Lesson 14** - Google AdWords Essential Training ([Units 3-4](#))

You'll learn how to set-up your AdWords account and research keywords.

**Lesson 15** - Google AdWords Essential Training ([Units 5-6](#))

You'll learn how to create your first campaign and advertisement.

**Lesson 16** - Google AdWords Essential Training ([Units 7-10](#))

You'll learn how to monitor, track, and optimize your ads.

**Lesson 17** - Google Analytics Essential Training ([Units 1-3](#))

You'll create your account, get an overview of the core concepts behind Google Analytics, and study the interface.

**Lesson 18** - Google Analytics Essential Training ([Units 4-6](#))

You'll learn how to read and interpret Audience Reports and Acquisition Reports from Google Analytics.

**Lesson 19** - Google Analytics Essential Training ([Units 7-11](#))

You'll learn how to read and interpret Social, Behavior, and Conversion Reports in Google Analytics.

**Lesson 20** - Advanced Google Adwords ([Units 1-3](#))

You'll learn advanced research, planning, management, and reporting techniques in Adwords. You'll also learn about mobile marketing with Adwords.

**Lesson 21** - Advanced Google Adwords ([Units 4-5](#))

You'll learn how to use automation and video in Adwords.

**Lesson 22** - Advanced Google Analytics ([Units 1-3](#))

You'll learn how to measure your SEO efforts and study advanced set up functions.

**Lesson 23** - Advanced Google Analytics ([Units 4-6](#))

You'll learn to set up conversion rate reports and analyze the important KPI's of the report.

## Module 10: Adobe Illustrator

**Lesson 1** - Illustrator CC 2018 Essential Training ([Units 1-4](#))

You'll learn how to navigate the Illustrator interface, work with layers, and use artboards.

**Lesson 2** - Illustrator CC 2018 Essential Training ([Units 5-6](#))

You'll learn how to draw basic shapes and transform objects.

**Lesson 3** - Illustrator CC 2018 Essential Training ([Units 7-8](#))

You'll learn how to work with color, fills, and strokes.

**Lesson 4** - Illustrator CC 2018 Essential Training ([Units 9-10](#))

You'll learn how to use the appearance panel and create complex shapes.

**Lesson 5** - Illustrator CC 2018 Essential Training ([Units 11-12](#))

You'll how to work with the pen tool and the type tool.

**Lesson 6** - Illustrator CC 2018 Essential Training ([Units 13-15](#))

You'll learn how to use raster graphics and the Creative Cloud in your projects. You'll also learn how to export your work for print and digital media.

**Lesson 7** - Creating Infographics w/ Illustrator ([Units 1-3A {Stop at: "Defining the Value Axis for a Chart}"](#))

You'll learn the key concepts and tools needed to create infographics with illustrator.

**Lesson 8** - Creating Infographics with Illustrator ([Unit 3B](#))

You'll learn the essentials of creating a chart in Illustrator.

**Lesson 9** - Creating Infographics with Illustrator ([Unit 4](#))

You'll learn how to create your first infographic in Illustrator.

**Lesson 10** - Creating Infographics with Illustrator ([Units 5-6](#))

You'll learn about the essential elements of an infographic and the options available for export.



# Module 11: Content Marketing

## **Lesson 1** - Content Marketing Mastery ("[Start Here](#)")

You'll learn how to create your customer avatar before you start your content strategy.

## **Lesson 2** - Content Marketing Mastery ("[Top of Funnel Content](#)")

You'll learn about the Top of Funnel Content goals, content types, and metrics. You'll also learn how to create your Top of Funnel content plan.

## **Lesson 3** - Content Marketing Mastery ("[Middle of Funnel Content](#)")

You'll learn about Middle of Funnel goals, content types, and metrics. You'll also learn about the lead magnet checklist.

## **Lesson 4** - Content Marketing Mastery ("[Bottom of Funnel Content](#)")

You'll learn about Bottom of Funnel goals, content types, and metrics.

## **Lesson 5** - Content Marketing Mastery ("[Blog Marketing](#)" A {[Stop at: "8 Post Types"](#)})

You'll learn the basics of Wordpress, how to create an editorial calendar, and write headlines to get your audience to read your content.

## **Lesson 6** - Content Marketing Mastery ("[Blog Marketing](#)" B {[Stop at: "Writing and Editing Great Content"](#)})

You'll learn how to use CTA's in your blog and how to find and manage writers.

## **Lesson 7** - Content Marketing Mastery ("[Blog Marketing](#)" C)

You'll learn how to use lead magnets, squeeze pages, and opt-in boxes in your blog. You'll also learn how to repurpose your content and leverage it for other marketing campaigns.

**Lesson 8** - Content Marketing Mastery (“Content Distribution” A {Stop at: “Organic Distribution Social”})

You’ll learn about the basics of content distribution and how to deliver you content to your audience through email and SEO.

**Lesson 9** - Content Marketing Mastery (“Content Distribution” B)

You’ll learn how to distribute your content through social chances.

**Lesson 10** - Video Foundations: Cameras and Shooting (Units 1-2)

You’ll learn the basics of videography and the essential elements of a camera.

**Lesson 11** - Video Foundations: Cameras and Shooting (Units 3-4)

You’ll learn how to move a camera and the essential components required to record good audio.

**Lesson 12** - Video Foundations: Cameras and Shooting (Units 5)

You’ll learn the essential aspects of lighting a set.

**Lesson 13** - Premiere Pro CC 2017: Essential Training (Units 1-2)

You’ll get a brief overview of the post-production workflow, a tour of the premiere interface, and learn about some of the new features in the application.

**Lesson 14** - Premiere Pro CC 2017: Essential Training (Unit 3)

You’ll learn how to set up and organize your media.

**Lesson 15** - Premiere Pro CC 2017: Essential Training (Unit 4)

You’ll learn how to use the basic editing tools available to you in Premiere Pro.

**Lesson 16** - Premiere Pro CC 2017: Essential Training (Unit 5-6)

You’ll learn how to refine your edit.

**Lesson 17** - Premiere Pro CC 2017: Essential Training ([Units 7-8](#))

You'll learn how to work with audio and graphics inside of Premiere Pro.

**Lesson 18** - Premiere Pro CC 2017: Essential Training ([Unit 9](#))

You'll learn how to use effects.

**Lesson 19** - Premiere Pro CC 2017: Essential Training ([Units 10-11](#))

You'll learn how to manipulate the playback speed of a clip and do basic color correction.

**Lesson 20** - Premiere Pro CC 2017: Essential Training ([Units 12-13](#))

You'll learn how to work with titles and export your video.

**Lesson 21** - DSLR Video Tips: Technical Knowledge ([Units 1-6](#))

You'll learn about frame size, frame rate, compression, aspect ratios, and exposure so that you can use a camera effectively.

**Lesson 22** - DSLR Video Tips: Technical Knowledge ([Units 7-11](#))

You'll learn how shutter speed, aperture, and ISO work hand-in-hand to create the exposure that you want.

**Lesson 23** - DSLR Video Tips: Technical Knowledge ([Units 12-16](#))

You'll learn a few key techniques you can use to avoid common mistakes when shooting video with a DSLR.

**Lesson 24** - DSLR Video Tips: Technical Knowledge ([Units 17-21](#))

You'll learn how to achieve critical focus and read a vector scope. You'll also learn how to prepare for and shoot and multicamera production.

**Lesson 25** - DSLR Video Tips: Lighting (Units 1-4)

You'll learn how to control exposure and depth of field in bright light, handle a backlit subject, and light a scene using natural light.

**Lesson 26** - DSLR Video Tips: Lighting (Units 5-6)

You'll learn about additional sources of light and how to handle backlit subjects in post-production.

**Lesson 27** - Producing Professional Podcasts (Unit 1)

You'll learn about the basics of podcasting.

**Lesson 28** - Producing Professional Podcasts (Unit 2)

You'll learn about preproduction strategies for podcasting.

**Lesson 29** - Producing Professional Podcasts (Units 3-4)

You'll learn how to determine a production approach and set up a studio.

**Lesson 30** - Producing Professional Podcasts (Unit 5)

You'll learn several important podcasting techniques that will help you create a high-quality podcast.

**Lesson 31** - Producing Professional Podcasts (Units 6-7)

You'll learn how to edit a podcast and compress it for delivery.

**Lesson 32** - Producing Professional Podcasts (Units 8-9)

You'll learn how to host podcast files and deliver it to your audience.

**Lesson 33** - Producing a Professional Webinar (Units 1-2)

You'll learn about the role of webinars, how to choose the right platform and how to organize your webinar content.

**Lesson 34** - Producing a Professional Webinar ([Units 3-4](#))

You'll learn how to set up your presentation computer and select a microphone for your computer.

**Lesson 35** - Producing a Professional Webinar ([Units 5-8](#))

You'll learn how to select a camera, hold a rehearsal and go live!

**Lesson 36** - Webinars for Lead Gen ([All Units](#))

You'll learn how to run a webinar for lead gen from start to finish.

**Lesson 37** - Live Video Streaming Essential Skills ([All Units](#))

You'll learn about the core elements of a live stream.

## Module 12: Tracking and Measuring Your Performance

**Lesson 1** - Analytics and Data Mastery ("[Start Here](#)")

You'll learn what data analytics can do for your business, which KPI's to pay attention to, and why your business should be data driven.

**Lesson 2** - Analytics and Data Mastery ("[Data Collection Strategies](#)" A {[Stop at: "Pulling Paid Traffic Data"](#)})

You'll review Google Analytics and learn how to connect it to all of your data sources.

**Lesson 3** - Analytics and Data Mastery ("[Data Collection Strategies](#)" B)

You'll learn how to create retargeting lists and find outliers in your data to get more accurate KPI's.

**Lesson 4** - Analytics and Data Mastery ([“Top of Funnel Analytics”](#))

You'll learn about the most important Top of Funnel metrics and what to look out for.

**Lesson 5** - Analytics and Data Mastery ([“Middle of Funnel Analytics” A {Stop at: Social Media Followers}](#))

You'll study the goals and KPI's that are important for the middle of your funnel.

**Lesson 6** - Analytics and Data Mastery ([“Middle of Funnel Analytics” B](#))

You'll study which social metrics are important to pay attention to.

**Lesson 7** - Analytics and Data Mastery ([“Bottom of Funnel Analytics”](#))

You'll learn about the most important Bottom of Funnel metrics and what to look out for.

**Lesson 8** - Analytics and Data Mastery ([“Retention and Monetization Analytics” A {Stop at: “Retention & Monetization Deep Dive Analytics”}](#))

You'll learn about three reports you can use to measure retention and monetization. You'll also study the primary goals and KPI's necessary to measure retention and monetization.

**Lesson 9** - Analytics and Data Mastery ([“Retention and Monetization Analytics” B](#))

You'll learn how to calculate customer lifetime value and other important metrics.

**Lesson 10** - Analytics and Data Mastery ([“Running a Data Driven Business” A {Stop at: Business Analyses to Start Immediately}](#))

You'll learn the first steps you should take to start using data in your business.

**Lesson 11** - Analytics and Data Mastery ([“Running a Data Driven Business” B](#))

You'll learn how to transition from a reactive to a proactive business.

## Module 13: Building Your Marketing Funnel

**Lesson 1** - Conversion Funnel Mastery ("[Start Here](#)" and "[Determine Product/Market Fit](#)")

You'll learn what customer value optimization is and some key points to get started.

**Lesson 2** - Conversion Funnel Mastery ("[Optimize the Lead Magnet](#)")

You'll learn what a lead magnet is and how to make it as compelling as possible.

**Lesson 3** - Conversion Funnel Mastery ("[Optimize the Tripwire Offer](#)")

You'll learn what a tripwire offer is and use a checklist to determine where you can improve your tripwire offer.

**Lesson 4** - Conversion Funnel Mastery ("[Offer a profit Maximizer](#)")

You'll learn about several different types of profit maximizers and learn how to implement them in your business.

**Lesson 5** - Conversion Funnel Mastery ("[Architect a Return Path](#)" A {[Stop at: Automated Email Follow up Explained](#)})

You'll learn about the importance of exit offers.

**Lesson 6** - Conversion Funnel Mastery ("[Architect a Return Path](#)" B {[Stop at: "Segmentation"](#)})

You'll learn about indoctrination, engagement, and ascension.

**Lesson 7** - Conversion Funnel Mastery ("[Architect a Return Path](#)" C)

You'll learn about reengagement and segmentation.

## Module 14: Social Media Management

**Lesson 1** - Social and Community Mastery ("[Start Here](#)")

You'll learn about the social success cycle and social media marketing goals.

**Lesson 2** - Social and Community Mastery ("[Social Listening](#)" A {Stop at: "[Social Listening Metrics](#)")

You'll study social listening goals and metrics. You'll also learn why it's important to listen.

**Lesson 3** - Social and Community Mastery ("[Social Listening](#)" B)

You'll learn how to listen without paid tools and use a feedback loop to glean insights about your customers.

**Lesson 4** - Social and Community Mastery ("[Social Influencing](#)" A {Stop at: [Growing Social Profiles](#))

You'll learn about social influence goals, tools, and metrics. You'll also learn why it's important to influence.

**Lesson 5** - Social and Community Mastery ("[Social Influencing](#)" B {Stop at: [Step 2 Visualize](#))

You'll learn about social media bouncing and social media topic maps.

**Lesson 6** - Social and Community Mastery ("[Social Influencing](#)" C)

You'll learn the six steps to social media influencing.

**Lesson 7** - Social and Community Mastery ("[Social Networking](#)")

You'll learn about long tail media outreach and how to network using your topic map.

**Lesson 8** - Social and Community Mastery ("[Social Selling](#)" A {Stop at [Value First Offers](#))

You'll learn the value first strategy.

**Lesson 9** - Social and Community Mastery ("[Social Selling](#)" B)



You'll study the customer journey and content segmentation.

**Lesson 10** - Community Management Mastery (["Start Here"](#))

You'll learn about the benefits of a community and the halo effect.

**Lesson 11** - Community Management Mastery (["Positioning Your Community"](#) and ["Growing Your Community"](#))

You'll learn about the components of a community and 3 methods to grow your community.

**Lesson 12** - Community Management Mastery (["Community Content and Engagement"](#) and ["Optimizing the Community Experience"](#))

You'll learn about community topic maps and the importance of discussions.

**Lesson 13** - Community Management Mastery (["Community Management Strategies"](#))

You'll learn how to proactively moderate your community and a 3-step plan for social customer care.

**Lesson 14** - Community Management Mastery (["Community Metrics and Tools"](#))

You'll learn what to measure and study Facebook groups as a community platform.

## Module 15: Advanced Search Engine and Conversion Rate Optimization

**Lesson 1** - Search Marketing Mastery (["Start Here"](#))

You'll learn about search queries and get an introduction to earned media and link building.

**Lesson 2** - Search Marketing Mastery (["Intent, Context and Assets" A {Stop at: "Finding Intent and Context"}](#))

You'll learn how to conduct intent based keyword research.

**Lesson 3** - Search Marketing Mastery ("[Intent, Context and Assets](#)" B)

You'll study keyword research tools and keyword modifiers.

**Lesson 4** - Search Marketing Mastery ("[Channels, Optimization and Ascension](#)" A {[Stop at: Channel Optimization: Youtube](#)})

You'll learn how to choose the right channel to optimize.

**Lesson 5** - Search Marketing Mastery ("[Channels, Optimization and Ascension](#)" B)

You'll learn how to optimize channels like YouTube, Pinterest, and iTunes.

**Lesson 6** - Search Marketing Mastery ("[Experience Optimization](#)" A {[Stop at: Domain Audit: Backlinks](#)})

You'll study different ways to optimize user experience.

**Lesson 7** - Search Marketing Mastery ("[Experience Optimization](#)" B {[Stop at: Page Audit: Value](#)})

You'll learn about experience optimization for mobile.

**Lesson 8** - Search Marketing Mastery ("[Experience Optimization](#)" C)

You'll learn about keyword cannibalization and redirects.

**Lesson 9** - Search Marketing Mastery ("[Earned Media and Link Building](#)")

You'll learn how to create links by cross linking and conducting primary research.

**Lesson 10** - Optimization and Testing Mastery ("[Start Here](#)")

You'll get an overview of what conversion rate optimization is.

**Lesson 11** - Optimization and Testing Mastery ("[Intro to Optimization](#)" A {Stop at: [Hotjar Session Recording Example](#)})

You'll learn how to select your KPI's.

**Lesson 12** - Optimization and Testing Mastery ("[Intro to Optimization](#)" B)

You'll learn how to use heatmaps and recordings to optimize your conversion rates.

**Lesson 13** - Optimization and Testing Mastery ("[Identifying and Prioritizing Tests](#)")

You'll learn about page identification and page prioritization.

**Lesson 14** - Optimization and Testing Mastery ("[Element Selection](#)")

You'll learn how to test the elements of your web pages.

**Lesson 15** - Optimization and Testing Mastery ("[Hypothesis Construction](#)" and "[Split Testing](#)" A {Stop at: "[Should I Actually Test?](#)")

You'll learn about the basics of split testing and how to construct a hypothesis.

**Lesson 16** - Optimization and Testing Mastery ("[Split Testing](#)" B)

You'll learn about campaign scheduling and optimization calendars.

**Lesson 17** - Optimization and Testing Mastery ("[Optimization Methods](#)" A {Stop at: "[How to Segment](#)")

You'll audit your offer to see how you can make it more compelling.

**Lesson 18** - Optimization and Testing Mastery ("[Optimization Methods](#)" B)

You'll study solutions for testing with low traffic.

## Our Founding Principles

### 1. Start with the market, not the degree.

I'm not a fan of "college" for a non-professional degree. College is no longer the path to a prosperous career that it used to be. With the exception of professional degrees, a college education does not guarantee any level of financial security or prosperity. Meanwhile many students view higher education as exactly that, a path to financial security and prosperity.

The common belief is that a degree will lead to a career, a career will lead to an income, and that income will pay off the college "*investment*" and lead to financial security and prosperity down the road. Unfortunately, that's not the case, and this assumption is deeply flawed. A degree with this purpose is only worth what an employer is willing to pay you when you graduate. Despite this truth, many students go deep in debt "*investing*" in a college education without first learning who will hire them and how much they will earn. As a result, many students have a worthless degree, by definition - they graduate only to learn *after the fact* that no employer values their newly acquired skills. The fact is people pay you to solve a problem, that's it. Your employer does not care about your communications degree, they want you to be able to talk to customers, give presentations, and lead employees.

**We believe you start with a problem to solve, *then* get the skills to solve it.** The #1 problem on your employer's mind is getting and retaining customers. If every client at your company quits tomorrow you will be out of a job, but if you can solve the problem of customer acquisition and retention you will be the highest paid employee at your company. This school teaches how to solve these problems. When you get your employer's phone and cash register to ring with sales, any smart employer will happily pay you a healthy percentage of the earnings you helped them create. That's how you make money in marketing and advertising. When it comes to your career, only invest in the skills you know there is demand for first.

### 2. Focused, not broad instruction

College is a very expensive place to "find yourself", to discover your purpose, and find what you want to do with your life. We recommend the public library and Meetup.com for that. College serves a purpose to educate the public and create a more informed citizenry, but at what cost?

I'm a fan of a free, government-subsidized education across many topics so we have an educated and informed citizenry. If you're the one, however, paying for education *only* to get a higher paying job, you need to specialize

and learn an economically valuable skill. Who gets paid more, the family doctor or the cardiothoracic surgeon?

There's no point in taking classes on administration, philosophy, communication, or history if it does not help your chosen employer solve the problem they are paying you to solve. **We believe you specialize to solve a problem, not generalize to solve them all.** If you are going to college to increase your earning potential and financial security, 100% of your educational focus must go to mastery of a specific skill/talent to get paid. As a marketer, it's your skill to identify a market in need, earn the market's trust, and communicate why the market should pay you, or your employer, to solve the problem. You must master the specific skill of generating a steady stream of customers for your employer. You don't do that by dabbling, it takes focused, deliberate *study AND work* to master a skill and become a professional. Professional football players don't study and practice baseball, auto mechanics don't study and work on airplane engines, heart surgeons don't study and operate on teeth, and digital marketers don't study communications, philosophy, or the history of rock'n roll. Don't waste your time and money studying things that don't help you get more clients/customers and keep existing ones. You will focus on only one thing in Vyril Marketing School – generating leads and sales.

### 3. Application, not lectures

Throughout history, education was applied. Employers value what you can do, not what you know. In the past you would have shadowed a blacksmith to learn how to make tools. You would have worked on a farm to learn how to grow excellent crops and raise healthy livestock. You would have watched the doctor operate to learn how to save lives. Only after WWII was education mass produced with [1,200 students jammed into a lecture hall](#). The current model exists because it's more profitable for universities to take your money this way. This model certainly doesn't exist because it's the best way to learn.

Why spend the time to go to class and listen to a teacher lecture when the same learning experience can be achieved through video? **We believe you watch lectures on video, then apply the material in class.** This is called the “flipped classroom” and it's the future of education. You are given an assignment of videos or readings to complete on your own time, then you meet with like-minded students, in a small group, to discuss how you will apply your new knowledge to solve a problem. For example, when learning how to get customers for an employer, you may watch a lecture on how to write a great headline. The very next day you discuss how to improve your employer's current headlines in a small group with other students. *Then, you*

*actually go rewrite the headline!* Crazy? I know. You now get immediate real-world feedback. This is how you learn. You also can't cheat. You are tested by reality, in real time – just like life. Your employer, and the marketplace at large, do not care about your GPA or test taking ability. They only care about *what you can do with what you know*. Your only test at Vyril Marketing school is if your marketing generates leads and sales for your employer. Your report card is the results you deliver, not the tests you pass.

#### 4. Employers pay tuition, not you

Before launching a product, smart business people get letters of intent from customers who will buy it *before* they create it. Infomercials back in the day required 6-8 weeks for delivery because the product wasn't even created yet – they ran ads to *make sure* there was demand first. Services like Kickstarter raise money from customers before the product is created! **We believe you secure a job or raise before you get the education.**

Employers spend a fortune to hire great people. It costs even more to train them. You need to help them reduce that expense. If they retain the services of a recruiter, they typically pay 30% of your salary to hire you! If you approached an employer upfront, before they spent all this money, and asked them "Would you pay me if I could help you solve your problems?" Every single one will say "Yes!" (and then likely go into shock since most employees don't think this way). As you then took your training with the specific intent of solving a problem for your future or current employer - with a guaranteed higher salary or job upon completion - ask if you could get to work right away applying what you're learning. Get them results now. Why wait? This reduces the risk you're a poor fit for the employer, and it reduces your risk you won't get paid for your skills. You get to know them and they get to know you! There's just no need to go into student debt for non-professional higher education. Get a letter of intent from your current or future employer they will pay you "x" when you get a result with your new skills. Then, ask them to pay your Vyril Marketing School tuition since your saving them all their internal training costs and the cost to find a great hire like you.

#### 5. Daily, small group instruction

It's simple to lose weight, all you have to do is burn more calories than you eat. Mastering a skill or craft can be simple too, you just have to read all the books and watch all the videos you can find on any given subject, then go out and practice. We all know how to do these things, but why doesn't anyone do them? The answer is human behavior.

Great education must be aligned with human behavior to succeed. **We believe you need daily meetings to master a skill.** Jerry Seinfeld was asked how to be a great comic and replied, "Write 1 joke a day and never break the chain." This is true. Humans need **daily** accountability, encouragement, and motivation to achieve and master a new skill quickly. When you have a meeting every day, especially with a handful of other like-minded students in a small group, your chances of succeeding are much higher. Two to three large, lecture-like classes a week for a couple hours is an inefficient way to master a skill. Humans don't learn that way, we learn through experiences, humans need a guide to show them how to do something. Imagine you were going to climb mount everest, you have two options, you can either pay for lectures about how to climb the mountain or you can pay a sherpa to guide you up the mountain and show you what to do along the way. Which would you choose? Vyril Marketing School takes you up the mountain and shows you what to do along the way.

A real business holds daily small huddles with their teams to keep them focused, motivated, and moving towards the goal. You need a daily huddle to talk about *how to apply your education*. I can't stress enough that it's daily. You're much more likely to do your homework and stick to the mission, especially over the long term after your initial motivation weens off, when you know you'll be called on in a group of peers at 10am the next day to talk about your assignment. Learning happens not only when you apply your new skills (like immediately tweaking and testing a new headline), but also when you articulate what you learned back to a group. Throwing a bunch of books and videos at someone and telling them to "figure it out" is a terribly slow and inefficient way to learn. It's the daily meeting in a small group lead by an instructor asking application-based questions that cements the material for the long term. **Class is daily at Vyril Marketing School.**

#### 6. Up to date, relevant material

College accreditation is a funny thing. An accredited institution means they are teaching material that's old and watered down to be standardized across the spectrum. The reality is there are amazing, extremely effective courses online right now. **We believe the best training delivers results, not credentials.** Facebook and Google offer free training courses on how to use their platform to get customers. Lynda.com offers a mountain of lectures for \$20 a month. Adobe has amazing courses on how to create images, videos, and websites for cheap. Many ivy-league colleges offer their courses for free online, too. A great instructor can curate the best and latest training and bring it all together for you to solve a problem. They are not forced to use, due to accreditation, irrelevant "accredited" textbooks that are also unjustifiably

expensive. Your achievement is not a piece of paper from an accredited institution, rather it's your ability to get results. Who would an employer rather hire— a drop out with a proven track record of doubling sales, or an MBA who has with more degrees than a protractor without a single success story? They would hire the former instantly. Your credibility has nothing to do with credentials – the only people who really care about them are the people selling them. Results are the most important credential and whatever training material teaches you the skills you need to get results is fair game, regardless of the institution that created it. Let your results and success stories define you, not the source of your education.

### 7. Real world shadowing

It does not make any sense for a student to wait, especially until the last minute, to shadow a mentor in their career field. **We believe every student must shadow a mentor right away.** Airlines pilots get thousands of hours of training next to a captain, doctors go through months of residency, and all tradespeople study under a journeyman and then a master craftsman with the apprenticeship model. Reading, watching videos, and daily instruction (with an application element) does not fully prepare you. To effectively apply the material in a real-world situation, you must directly witness the creative process, thinking process, and behaviors of someone successful in the future role. Find someone successful and model them. Success is not linear – there is no checklist and there are never ending challenges that your training will not prepare you for. You need to see how someone solves problems, under pressure, using the principles you've been taught. You must watch them *do the work* to get a result, step-by-step, from idea to completion. Traditional higher education offers no structured shadowing – you never see anyone actually *do the work* that you are supposedly learning to do. Sadly, most students graduate having never seen how anything is actually done by a master in their chosen career. They know what to do, but no idea how to do it. At Vyrat Marketing School, we bridge this gap. You'll shadow a veteran marketer as they set up campaigns to generate leads and sales for a client. You'll see in full-scope exactly how they “do it” and solve problems on the fly so you are more quickly autonomous, confident, and self-directed in your work.