



MARKETING IMPACT ACADEMY SYLLABUS

This is your MIA Syllabus! This guide provides an outline of what to expect in your coursework, as well as steps to follow to not only build a solid foundation for your business, but to grow and scale your idea(s) for extra income streams.

To keep you focused, we've highlighted the foundational lessons to help set you up for success. We recommend you "start at the beginning" even if you are a seasoned entrepreneur. A review of these foundational pieces with fresh eyes often provides an alternative perspective for your business needs.

RESOURCE ROOMS

If at any point there is an area or topic you do not see in your base modules, please make use of the additional content you will find in your "Resource Room." The Resource Room is loaded with supplemental topics and mini courses. We continually are adding to this area.

We have made a Social Media Resource Room and Mindset, Coaching & Success Resource Room to help you easily find what you're looking for.

While you're welcome to customize your experience, we believe your success starts by following through on the foundational lessons.

TIME RELEASED CONTENT

Remember, your program is on a drip schedule to ensure you take your time with each module. You'll have full access to all modules by week three.

BEGIN WITH YOUR ASSESSMENT

Download and complete your track assessment to determine where you'll begin your journey. Your answers will point you to the mini course **Online Income Quickstart (Track 1)**, or directly to the **Marketing Impact Academy (Track 2)**.

DISCOVER YOUR THING

The 'Discover Your Thing' Workbook

BRAND AND BUSINESS FOUNDATION

Branding Workshop & Branding Deck

- Branding Workshop Part 1
- Branding Workshop Part 2
- Branding Workshop Part 3

Defining Your Lifer & Expertise

- Defining Your Lifer
- Exploring Your Expertise
- Knowing What Expertise to Market

Attraction Marketing

- How to Attract Your True Lifer
- Quality Over Quantity
- Where to Find Your Audience

EMAIL MARKETING & FREEMIUMS

Email Marketing

- Before You Start: Four Types of Entrepreneurs
- Why you Need To Grow Your Email List
- Selecting the Right Email Manager
- Writing Your Most Important Emails
- The Importance of Domain Names
- Selecting The Best Domain Names
- Tracking Conversion with Domain Names
- Email Manager & Automation Setup



- GDPR & Email Compliance
- What to Consider with CRM's

Freemium Creation

- Types of Freemiums
- Freemiums That Convert to Customers
- Creating High Converting Opt-In Pages Part 1
- Creating High Converting Opt-In Pages Part 2
- Where & How to Publish Your Opt-In Page

SOCIAL MEDIA

Social Guidelines & Organic Seeding

- Social Media Guidelines
- 7 Principles of Social Seeding
- The Truth About Social Media Success
- How to Use Curiosity Marketing

Facebook

- Setting Up Facebook
- Expanding Reach & Engagement on Facebook
- High Level Facebook Tips
- Using Facebook Groups to Grow your Brand & Tribe

Instagram

- Complete Instagram Guide
- Instagram Best Practices
- Instagram Stories Best Practices
- Instagram Live & IGTV Best Practices
- Grow Your Business with Instagram

YouTube

- The New Rules of YouTube Success
- YouTube Best Practices Part 1
- YouTube Best Practices Part 2



- Grow Your Business With YouTube

VIDEO & LIVE STREAMING

- Look, Feel & Sound Your Best On Camera
- Filming Systems
- Video Structure & Best Practices
- How to Increase Video Views & Engagement
- Editing Systems
- The Video Interview
- What To Do When You Don't Want To Go Live
- Tips for your Live Show with Kim Garst
- Going Live on Multiple Platforms with Streamyard
- Overcoming the Fear of Going Live with Kim Garst

PRODUCT CREATION & BABY OFFERS

Designing Your Product

- Your Expertise = Passive Income
- The Changing Economy of Free
- Product & Customer Journey
- Your Product Line Brainstorm

Testing Your Product

- The Beta Test Formula
- How To Create A Beta Test
- How To Sell, Invite & Conduct Your Beta Test
- Launching Your Product
- How To Name Your Baby Offer
- Developing A Pricing Strategy
- Where To Offer Your Product Part 1



- Where To Offer Your Product Part 2

SALES & TESTIMONIALS

Stories Equal Sales

- Using Story to Motivate Action
- Critical Ingredients of Stories That Sell

The Sales Formula

- The Infomercial Formula
- Story, Solution & Seamless Sales Transition
- Possibilities, Features & Benefits
- Your Irresistible offer
- Testimonials & Your Call to Action
- The Checkout Process

Testimonials

- Why better Testimonials Equal More Sales
- Simple Testimonial Types
- Video Testimonial Basics
- Who to Ask and How to Ask
- Where to Use Your Testimonials

CONTENT CREATION

Batch Content & Content Calendars

- How To Create Batch Content Part 1
- How To Create Batch Content Part 2
- How To Create A Promotional Calendar
- How To Create A Content Calendar

RESOURCE ROOM

- Brand Basics
- Finding Your Niche
- Network Marketing
- Marketing
- Sales Funnels & Business Blueprint
- Course Creation
- Quizzes for Lead Generation
- The Challenge to Launch Strategy
- Copywriting
- Canva
- Speaking on Stages
- Performance Anxiety
- Book Self-Publishing
- Micro Influencing
- Podcast Creation
- Becoming an Amazon Seller
- Shopify
- Etsy

SOCIAL MEDIA RESOURCE ROOM

- Instagram Bonuses
- Pinterest
- YouTube Ads & Updates
- TikTok
- Twitter
- LinkedIn



- Social Media Planning
- Facebook & Instagram Ads

MINDSET, COACHING, SUCCESSES RESOURCE ROOM

- 2021 Side Hustle Challenge
- Outsourcing & Virtual Assistants
- MIA Success Stories
- MIA Member Expert Interviews
- Life Coaching
- Millionaire Mindset

MIA LIVE RESOURCES

MIA Live 2014

Topics:

Customer journey & Freemiums
Writing Copy & Follow Up Emails
Targeting your ideal customer
Facebook Ads and conversion
Managing Social Media

Speakers:

Kajabi - what their platform can do
Jeff Walker - launch system and how to build a list
Brendon Burchard - how to grow your audience through SM by sharing your story
Mike Keonigs - How to reach more people



MIA Live 2015

Topics:

Building a secure foundation
Finding your lifer
Freemiums
What platforms you should be on
Writing Follow up Sequences
Social graphics

Speakers:

Lewis Howes - selling a product using webinars
Amy Porterfield - Growing your business
James Wedmore - making videos that convert
Natalie Jill - How to grow your presence on Pinterest

MIA Live 2016

Topics:

Creating predictable Success
Refining your Funnels
Customer journey
Building a better opt in page
Planning your email calendar
Calendaring your Next Steps

Speakers:

Winn Claybaugh - How to build a team and be a leader
Jesse Doubek - Monetizing Facebook
Kajabi - How to create an online product
Nicole Walters - How to charm and convert
Sean Cannell - Ranking with YOUTUBE



Natalie Jill - the power of Pinterest

MIA Live 2017

Topics:

Creating a blueprint for you business
Build your audience
Share your story
Customer Journey
How to create passive income

Speakers:

Brock Johnson- Snapchat
Brendon Burchard - How to share your story, build your credibility
Irene Pavico - how to set up Shopify
Nicole Walters - Key Strategies to implement to be successful
Sean Cannell - Building your influence with YouTube and video
Pat Flynn - podcasting best practices

MIA Live 2018

Topics:

Create new income
Using SM to reach people
System for creating new income
Secure systems to protect you and your business
Developing habits and systems
Finding our purpose

Speakers:

Brock Johnson - Make sure your stories are remembered
Sean Cannell - Build influence and income with video
Ezra Firestone - eCommerce and selling online
Brock Johnson - using #'s



Kim Garst - Importance of one on one conversations in SM

Pat Flynn - stories and how to start your own podcast

MIA Live 2019

Topics:

How to build your business in a saturated SM world

How to build a brand and business and have a life

Foundational pieces of starting a business

Improving landing pages and funnels

Outsourcing and growing a team

Freemiums and baby offers

Narrowing your focus, message & brand to attract customers

Speakers:

Rachel Miller - Facebook and growing a profitable community

Sean Cannell- Affiliate Marketing

Rory Vaden - Branding

Bo Eason - sharing your personal story

Brock Johnson - Baby offer

M.I. Virtual Live 2021

Topics & Speakers:

TikTok with Keenya Kelly

Pinterest with Rachel Waring

Facebook Groups with Aprille Franks

Products with Richie Norton

Creating Systems with Chalene Johnson

Reels with Brock Johnson

Clubhouse with Susan McVea

Network Marketing with Sarah Robbins

Facebook Communities with Warren Carlye

YouTube with Sean Cannell



Share-Worthy Content with Brock Johnson

Hiring Help with Chalene Johnson