

# Transcendental Marketing 101 - Agenda

*"The internet will drive a trillion dollars of offline, local spending in 2010-11."* – Justin Sanger

Week 1 – August 30	<b>Blogging: A Lesson in Expertise - <i>Get noticed, legitimize your opinion and showcase your skill.</i></b>
Week 2 – September 6	<b>Blogging: For Search Engines – <i>Crafting search engine friendly blog content for better rankings</i></b>
Week 3 – September 13	<b>Blogging: The Likeability Factor – <i>The difference between a potential client choosing you over your competitor.</i></b>
Week 4 – September 20	<b>Social Media: Your Virtual Retail Environment – <i>First impressions and virtual tours</i></b>
Week 5 – September 27	<b>Social Media: Your Celebrity Status – <i>Why being internet famous (even on a small scale) can make you rich</i></b>
Week 6 – October 4	<b>Social Media: Marketing Speak – <i>Are you attracting or repelling customers?</i></b>
Week 7 – October 11	<b>Social Media: Platforms – <i>Understanding Google, Facebook, Twitter, Yelp, YouTube and LinkedIn</i></b>
Week 8 – October 18	<b>Social Media: Techniques &amp; Strategy – <i>Getting found, getting connected and creating community</i></b>
Week 9 – October 25	<b>Local Search: Search Before Purchase, Reviews &amp; Rankings – <i>Understanding how Google works; Your local listing</i></b>
Week 10 – November 1	<b>Local Search: Organic Geotargeting &amp; Platforms – <i>Driving traffic to your website; Discovering places where your business should be listed</i></b>
Week 11 – November 8	<b>Mailing List Marketing: <i>Develop your mailing list marketing plan</i></b>
Week 12 – November 15	<b>Networking: <i>Crafting your ultimate networking success plan</i></b>

Your assignments will be sent on Monday. Mastermind sessions for each weekly assignment will be held on Thursday. If you are in Austin, we will meet in-person every Thursday from 10:30am – 12pm CST beginning September 2nd and ending on November 18<sup>th</sup> at 1715 S. Capital of Texas Hwy, Ste 201, Austin, TX 78746

If you are not local or cannot attend the in-person sessions, the live webinar/teleconferences will be on those same days from 1:30-3pm CST.

*The live sessions will be recorded and available for listening to online.*

Please remit your questionnaire before August 30<sup>th</sup>. The questionnaire is located at: <http://inspiredrockstar.com/transcendental-marketing/questionnaire/>

You can complete your registration at: <http://inspiredrockstar.com/transcendental-marketing/> The course price is \$890 or \$396 per month (3-month payment plan).

