

“Become a Master Persuader!”



Developed and Presented By: Edward Zia – Marketing Mentor CPM & Master Coach

Persuasion in all parts of life

- I was a homeless veteran a decade ago and without realising it, I become quite persuasive as I got back on my feet in life...



THANK YOU from Edward Zia

- This event is valued at \$500 upwards and our gift to you.
- Listen for the powerhouse money making ideas you will learn here.
- Ask questions and love to help you become a Master Persuader.



THANK YOU WeWork + Meetup!

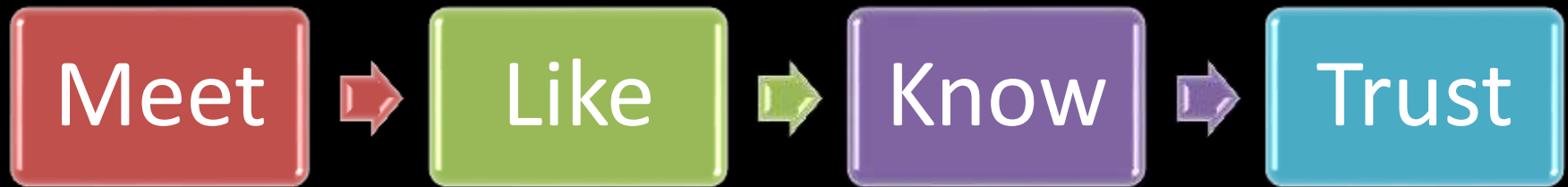
- I love WeWork & Meetup. Please share our content everywhere 😊



Take 1 Idea and Put It INTO ACTION!



Winning Sales Process



- Persuasion is all about changing people's views and ultimately influencing behaviour; in a noble win / win direction.



Winning Valuable Clients

- People need to be persuaded to work with you. Be it by logic, facts, social proof or emotion; it all matters.



Thought for 1955

WHAT IS A CUSTOMER?

- ★ He is the most important person at your station.
- ★ He is not dependent on you . . . you are dependent on him.
- ★ He is not an interruption of your work . . . he is the purpose of it.
- ★ You are not doing him a favour by serving him . . . he is doing you a favour by giving you the opportunity to do so.
- ★ He is not an outsider to our business . . . he is part of it.
- ★ He is not a cold statistic . . . he is a flesh-and-blood human being with feelings and emotions like your own, and with biases and prejudices.
- ★ He is not someone to argue or match wits with . . . nobody ever won an argument with a customer.
- ★ He is a person who brings you his wants . . . it's your job to handle them profitably to him and to yourself.

Your Sales & Marketing Eco-System

- You want a highly persuasive presence that encourages people to like, trust and want to work with you.



Abundance Mindset Considerations

- It's time to only have WONDERFUL people in your life 😊

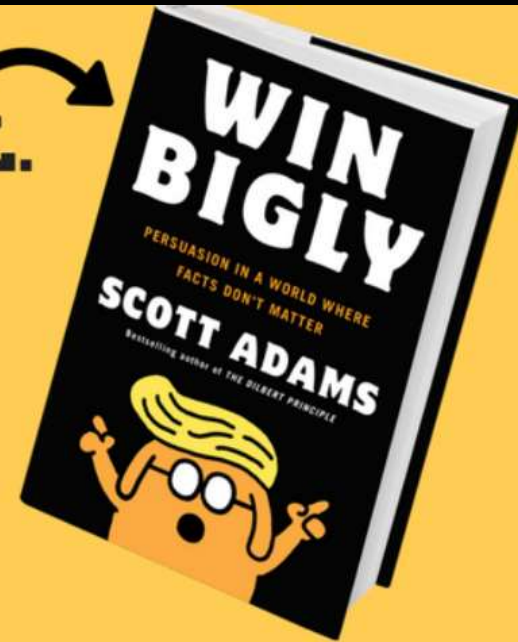


The Persuasion Stack

- We love and recommend “WIN BIGLY – Persuasion in a world where facts don’t matter” by Scott Adams.

"I RECOMMEND THIS BOOK TO ALL MAMMALS, BIG AND SMALL. IT ONCE TURNED A MOLE INTO A CHEETAH. I SAW IT WITH MY OWN EYES."

-Lord Byron (probably would have said that)



ON SALE 10-31



Tweets **42.7K** Following 1,037 Followers 298K Likes 44.2K

Following

Tweets Tweets & replies Media

Pinned Tweet

Who to follow · Refresh · View all



Joel B. Pollak · @joelpollak

Scott Adams
@ScottAdamsSays

Write Your Sales & Marketing Plan

- We can give you our template so you can write your whole plan with your 12 month, 90 day and Daily ACTIONS.

Marketing & Business Plan to WIN BIG:
FEBRUARY 2019

Business Statement, Vision and Next Year Goals:

- Edward Zia is to play out as Sydney's #1 Entrepreneur Marketing Mentor & Coach every day.
- Live by Values of Strength, Helping Each Other, Taking Action, Transparency, Fun, Intelligence and Winning.
- Grow the Awesome Marketing Vault as a Primary Product, Fill Workshops, Get Great Personal Clients and Get great speaking gigs.
- Success requires great Content, reaching out to at least 50 per day, speaking and more!**

Areas to be Cautious of:

- Cashflow is king. Make sure people pay on time with great process. Move on people who don't share our win / win values.
- Building Community is everything and personally staying connected.
- Outstanding Follow Up!**

Key strategies / actions:

- Reach out and sell the Awesome Marketing Vault Each Day.
- Fill Workshops continually and run 4 of them.
- Work with great partners & clients only (e.g. NSW BC, AE, WeWork, Meetup and More).
- Great content.
- Leverage Business Chambers, reach out Personally, Leverage Influential Leaders.
- Daily use of LinkedIn, Facebook, Instagram with links, videos and leading content.
- Brilliant Daily Play!**




90 Day Action Plan

Urgent (within 30 days):

- Remain fit and healthy, a bit more toning.
- Critical Daily Reach Out on Facebook, Twitter, Instagram and LinkedIn.

Important & Critical (within 60 days):

- Nail the Workshops and Drive the Vault.

Important & Coming (within 90 days):

- Go for NSW BC, AMI and More Shared Projects.

Future Teds:

- Massive Facebook Advertising Campaign.



Key Performance Indicators for Edward Zia

Daily:

- > 10 x GREAT Targeted Phone Calls
- > 50 x LinkedIn & FB Reach Outs
- 3 x Social Media Posts (FB, LinkedIn, Insta)
- 5 x Prayer / "In the zone"
- 1 x "The Edward Files" Blog

Weekly:


- 1 x Awesome Marketing Insights Email Newsletter
- 1 x Meetup Group Email Blasts
- 1 x Targeted Event Attendance per week
- 1 x Invoice & Cash Follow Up
- 2 x NEW TARGETED Face to Face Meetings

Monthly:

- 2 x Live Webinars
- 2 x Live Workshops
- 1 x Review

Key Outcome:

Grow our POWERHOUSE & PROFITABLE Community with Winning, Winning and Winning!



PROFITABLE Situation #1

- Have a noble goal in your persuasion and be clear on where you want to take people.



PROFITABLE Situation #2

- Language your means of persuasion in clear, compelling and attractive language. The can be your 'Tagline' and upper wording. Critical!



Add profile section ▼

More...



Edward Zia 

Marketing Mentor CPM & Master Coach  Creating Master Persuaders™  Veteran  Meetup Leader  Speaker 
Christian

Sydney, Australia · [500+ connections](#) · [Contact info](#)



Excellence Above Coaching



Monash University

PROFITABLE Situation #3

- Beyond Words; create the image that persuades being subconsciously. Colour, Logo, Style, Voice, Command and more.



PROFITABLE Situation #4

- Understand the impact of what you're putting out into the world. I love asking questions, especially on LinkedIn to help unpack this.



Edward Zia

Marketing Mentor CPM & Master Coach 🚀 Creating Master Persuaders™ 🚀 ...
1w

Love your help with some Market Research. What does "Creating Master Persuaders" mean to you? Thank you. Like share comment x x 💪🚀💪 #marketing #sales #linkedin #meetup #wework

👍❤️🌱 52 • 15 Comments

❤️ Love 💬 Comment ➡ Share

📈 1,481 views of your post in the feed

PROFITABLE Situation #5

- Become a brilliant listener and focus on getting into the 'world' of others. The more you understand someone, the far more easily you can persuade them.



PROFITABLE Situation #6

- Have clear values that guide what you do. As people understand your passion, this in itself is very persuasive and easy to follow.



PROFITABLE Situation #7

- Focus on your community. You're not going to get everyone and remember that.



Edward's Top 7 Moves to WIN BIG

1. A noble goal.
2. Clear simple words.
3. Visual persuasion.
4. Understand your impact.
5. Listen and understand.
6. Clear values and passion.
7. Focus on your community.



Honourable Mentions

- Persuasion occurs over time. It's very hard to change heavy views in one sitting.
- Make sure you believe what your persuading others to believe.



Acknowledgements & Thanks:

- For contributions, imagery & help we wish to thank:
 - Our friends for being in our photos.
 - WeWork & Meetup.
 - Teachable.
 - Microsoft.
 - Facebook & Instagram.
 - ACCOR & Novotel.
 - The Liberal Party of Australia.
 - The NSW State Government.
 - NSW Business Chamber.
 - And everyone else who helped make this awesome!



INVITE:

Discovery Session

- I'd love to offer you a Discovery Session to help you become a Master Persuader.
- I will give you at least 3 recommendations.
- We can talk about you, your Direction, Content, LinkedIn, Facebook, Meetup, Webinars, Selling and more.
- **Book now friends 😊**



Special Invite #1

“The Awesome Marketing Vault with Edward Zia™”

- Become a Powerhouse Master Persuader with our entry point Mentoring Program.
- Includes top Modules including Content Creation, Creating Your Business & Marketing Plan, LinkedIn, Facebook, Meetup, Events and more.
- Gives you full access to me to ask questions and get that personal mentoring.
- **Ask me now for details and an easy \$97 per month**



Special Invite #2: “A Mastery Workshop with Edward Zia”

on Saturday 14th September 2019 @ Novotel
Sydney on Darling Harbour

- Create Content at our Workshop and learn how to post it diving into LinkedIn, Facebook & Instagram.
- Create your 90 Day Sales & Marketing Plan to Attract Awesome Clients and become a Master Persuader.
- Create massive leverage with Meetups, Live Webinars and Events.
- Get inspired and make new friends for life with a personal mentoring session with me post workshop.
- **Book Now & Limited Spots: \$597 + GST.** For current and past clients, Loyalty Reward rate of \$497 + GST

A MARKETING MASTERY WORKSHOP WITH EDWARD ZIA

2019 EDITION

CATERED TO WORLD-CLASS STANDARDS BY ACCOR

GET INSPIRED WITH HIGH ENERGY LEARNING

CONNECT AND MAKE NEW FRIENDS

Learn the latest Sales & Marketing Strategies to TRANSFORM you into a Master Persuader and build your own POWERHOUSE Plan of Growth & Action

Join us for this Full Day Experience to WIN BIG in your own unique way:

- Work personally with Edward Zia and the group on your own business and life, making new powerful friends and connections.
- Transform yourself into Master Persuader with new abilities to help you influence both the conscious and subconscious minds of others in your own natural style.
- Build your 90 Day Action Plan and Master Personal Selling, DISC Profiling, Business Networking, LinkedIn, Content Creation, Facebook, Instagram, Blogging, Email Marketing, Live Webinars, Running Events, Webinars, Websites, Leadpages, Publicity and more!
- FAST TRACK your success and takes years off your learning.
- Get inspired by Edward Zia and his Wonderful Supportive Community with fun, high energy and entertaining learning. As a Fellow CPA with the Australian Marketing Institute, attending this workshop will make you eligible for "Professional Development Hours" for various accreditation bodies.
- Ask your questions and get great answers from Edward and the group of attendees.
- Receive free personal access to Edward Zia including a 1:1 in person Mentoring & Coaching Session after the workshop (extremely popular - seats are limited).

This high impact Powerhouse Workshop and Mentoring Session with Edward Zia is valued at \$1500 + GST.

To make it more accessible, we have a First Time Special for only \$597 + GST.

Current and past Clients, will also receive a Loyalty Reward Rate of only \$497 + GST.

Limited to a small group size. Book ASAP.

8AM to 5PM on Saturday 14th September 2019

Novotel Sydney on Darling Harbour

To book, email: edward@excellenceabove.com.au (Payments Options Available)

NOVOTEL

excellence ABOVE COACHING™

www.excellenceabove.com.au



Special Invite #3:

“Edward’s Marketing Mastery Mentoring Program”

- Work with Edward Personally on a 90 Day Growth Program to help you Become a Master Persuader:
 1. Learn exactly who your real customer is
 2. Position and Price your exact Services and Product
 3. Build your Marketing Mindset, Confidence & Pitch
 4. Create your own Content Plan to Stand Out and win on LinkedIn, Facebook & Insta.
 5. Converting Leads and Prospects into high ticket sales
 6. Use Meetup, Live Webinars, Events and more to Leverage yourself.
 7. Get Personal Mentoring & Coaching from Edward himself.
- **\$5997 + GST with weekly Personal Mentoring Sessions with Edward.**



Take ACTION now friends 😊

- Book a Discovery Session with me now.
- Add me on FB, LinkedIn and get me at edward@excellenceabove.com.au / +61 458 310 670

