

# PROFITABLE High Return Sales & Marketing Strategies

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





# FAST TRACK Your Success

- Know the fast track 'secret' moves to take years off your journey off success.
- Listen carefully for key actions you can put into action TODAY.



# YOU'RE AWESOME

- I'd love to help you get More Clients, More Money and More Time™
- This event is valued at \$500 upwards and our gift to you.
- Listen for the powerhouse money making ideas you will learn here.
- We're here to help you WIN BIG. Ask questions, enjoy and we have great options in the end as to how you can work with us.





# THANK YOU WeWork + Meetup!

- I'm an Ambassador for WeWork & Meetup and they support us in incredible ways. Incredible company with top world leading Coworking Spaces!
- Please share our event on Facebook, LinkedIn and Support WeWork and us 😊





# THANK YOU from Edward Zia

- Marketing Mentor, Coach & Speaker.
- I've helped lots of people make lots of money and here to help you WIN BIG.
- Australian Army Veteran & Former Fed, Post Graduate in Marketing, Host at NSW Business Chamber, Meetup & WeWork Ambassador, Love Christian Outreach, Liberal Party Member, Founder of EA.
- Add me on FB & LinkedIn!

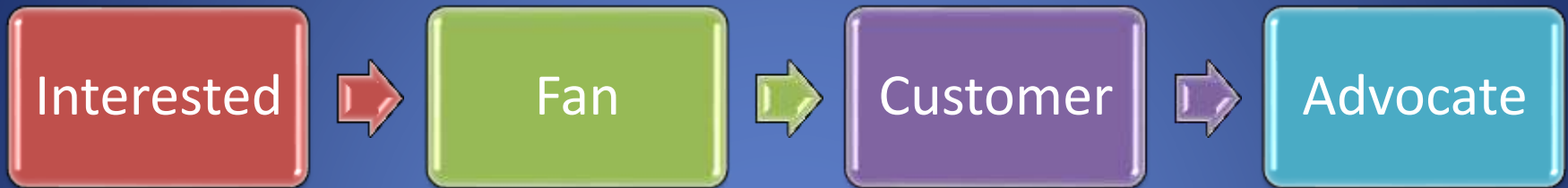




# Take 1 Idea and Put It INTO ACTION!



# Winning Clients ASAP



- Different Strategies are great at different outcomes.
- Facebook can reach thousands per day for very low cost, however a well placed phone call can make thousands.





# Winning Valuable Clients

- Know exactly your ideal client and GO AFTER THEM.
- Stop activities.
- Start activities.

Image Credit & Thanks: Caltex



## *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.

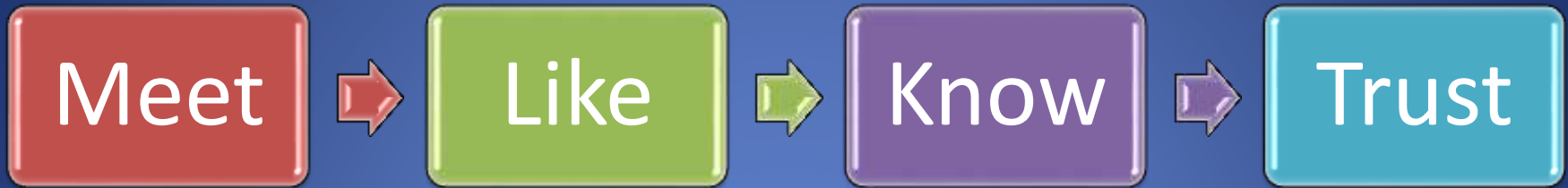


# Winning Quality + Marketing Eco-System

- People judge you across everything that you do. From your website to what you wear, believe me they take in everything.



# Winning Sales Process



- As people get to know us, there crosses that line where they are 'ready' to become clients.
- Focus on the 'warm' people for clients ASAP!





# Abundance Mindset Considerations

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

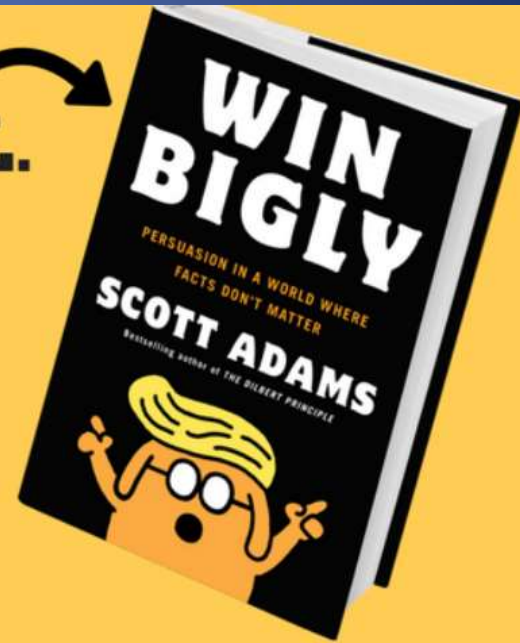


# The Persuasion Stack

- We love and recommend “WIN BIGLY – Persuasion in a world where facts don’t matter” by Scott Adams.
- “Persuasion Stack” is everything and as we build that, we become more powerful and effective.

**"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... x

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, WellWork, 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

- Meeting the right people, getting ideas, support and the mindset is everything. We love Business Chambers and it's critical to take your first steps.
- **What are you going to do ASAP to win big?**





# PROFITABLE Situation #2

- Know exactly what you do, for how much and your niche. You want clear offerings to go to the right people.
- What are you going to do ASAP to win big?



# PROFITABLE Situation #3

- Profitable Marketing is about attracting high value leads at the lowest possible price.
- Get your Brand & Style Right, Get Your Life In order and dive in. Key Strategies include LinkedIn, Facebook, Instagram, Live Webinars, Meetups, Events, Workshops, Websites, Publicity, Email Marketing and more.
- **What are you going to do ASAP to win big?**





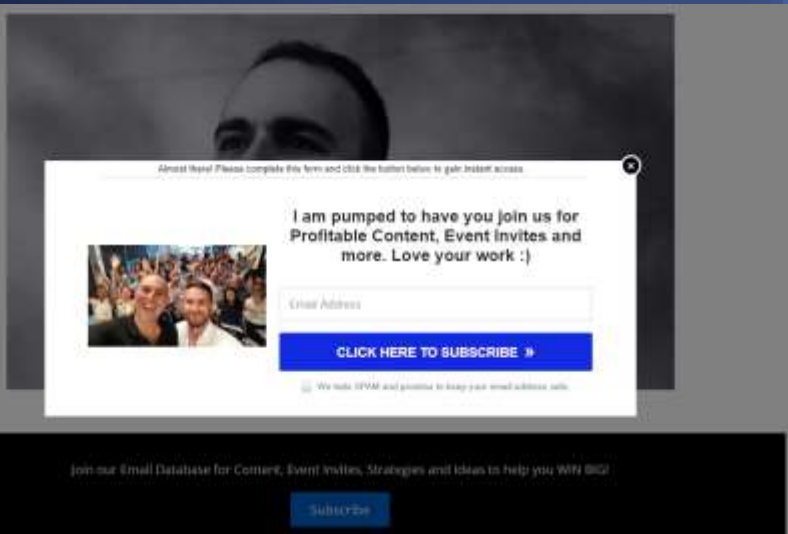
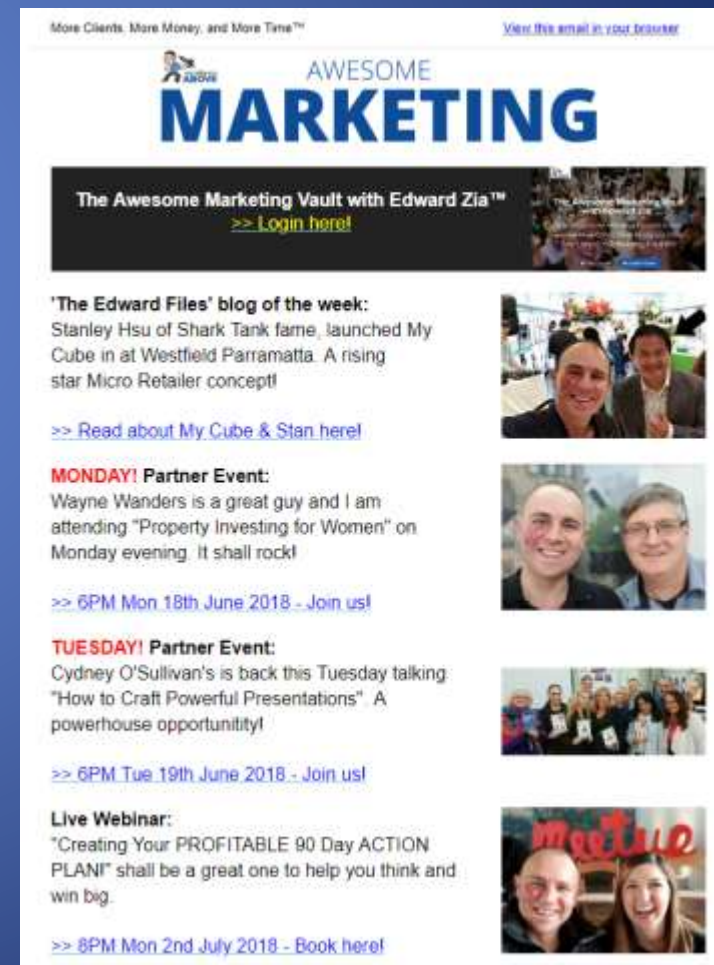
# PROFITABLE Situation #4

- Profitable Selling is all about reaching out to the right people in an easy way that get's great conversion.
- Making at least 10 phone calls per day, direct messaging on LinkedIn, Great Event Sales Pitches and more. All matters.
- **What are you going to do ASAP to win big?**



# PROFITABLE Situation #5

- Leveraging and Automating your time is everything.
- Meetup Groups, Live Webinars, Running Events, Facebook Advertising, Email Marketing and more.
- What must you do ASAP to WIN BIG?





# PROFITABLE Situation #6

- Run your Business, Sales & Marketing with your own unique culture, values and approach YOUR WAY.
- What must you do ASAP to WIN BIG?



# PROFITABLE Situation #7

- Start reviewing every day before you sleep.
- Bad Moves, Great Moves, The Day After.
- What must you do **ASAP** to WIN BIG?





# Bonus PROFITABLE Situation

- DO IT MORE 😊
- What must you do ASAP to WIN BIG?



# Edward's Top 7 Moves to WIN BIG

1. Make NEW great friends.
2. What you do, how much and for who.
3. Profitable Marketing.
4. Profitable Selling.
5. Leverage & Automation.
6. Your unique Culture & Approach.
7. Daily Review & Improvement.





# Honourable Mentions

- Don't put up with people who don't support you.
- Do the hours (especially at the start).
- Love and listen to your fans. They know what is best for you 😊



# Acknowledgements, Thanks & Credit

- For contributions, imagery & help we wish to thank:
  - Our friends for being in our photos.
  - WeWork & Meetup.
  - Teachable & Microsoft.
  - And everyone else who helped make this awesome!





# Working with Edward Zia & Joining Our Community

- Our Company Excellence Above is here to help YOU Get More Clients, More Money and More Time™
- We Mentor, Coach, Educate and Support you in your Business Journey of Success.
- Our clients love our Proven Trusted Strategies, Our Inspiration and the Personal Access and Support. NOW is the perfect time to get started 😊



# Special Invite #1

## The Awesome Marketing Vault with Edward Zia™

- Your Powerhouse Mentoring Program to help you Get More Clients, More Money and More Time™
- Get access to our Powerhouse Knowledge Vault, Personal Access to Edward Zia our VIP Inner Circle Support.
- **\$97 per month, subscribe @ [www.excellenceabove.com.au](http://www.excellenceabove.com.au)**





## Special Invite #2:

### Personal Mentoring & Coaching with Edward Zia

- Work with Edward Face to Face on a rapid, intensive and POWERHOUSE journey to succeed ASAP.
- Fast Track Your Success by compressing years of learnings into days.
- **Limited Spots, \$1997 + GST / month.**



# Special Invite #3:

## Premium Mastery Workshop on Saturday 23<sup>rd</sup> February 2019 @ Novotel Sydney on Darling Harbour

- Join us for “PROFITABLE Persuasion, Selling, Marketing & Influence!”
- Limited to a small group size for maximum personal interaction and includes a 90 Minute Personal Coaching Session and Valued at over \$1500 + GST.
- **Limited Spots:** \$597 + GST. For current and past clients, Loyalty Reward rate of \$497 + GST.





# BONUS INVITE:

## Discovery Session

- If you have loved this session and want to WIN BIG in your business, it's time for us to have a REAL CONVERSATION.
- **One Time Only:**
  - 45 Minutes, Valued at \$500 + GST and perfect for ambitious wonderful people.



# Take ACTION now friends 😊

- We run Live Webinars and Meetups in Sydney CBD weekly and learn more @ [www.excellenceabove.com.au](http://www.excellenceabove.com.au)
- Add me on FB, LinkedIn and get me at [edward@excellenceabove.com.au](mailto:edward@excellenceabove.com.au) / +61 458 310 670

