

“Building Your Persuasive & Influential PERSONAL BRAND!”

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



People Buy You

- Even if you work for an awesome company like Microsoft, people are being “Persuaded” by you first.



THANK YOU from Edward Zia

- I'm here to help you become a Master Persuader & Influencer
- This event is valued at \$500+ and my gift for you.
- I was a homeless veteran a made a massive come back in my life to help tens of thousands today.



THANK YOU WeWork + Meetup!

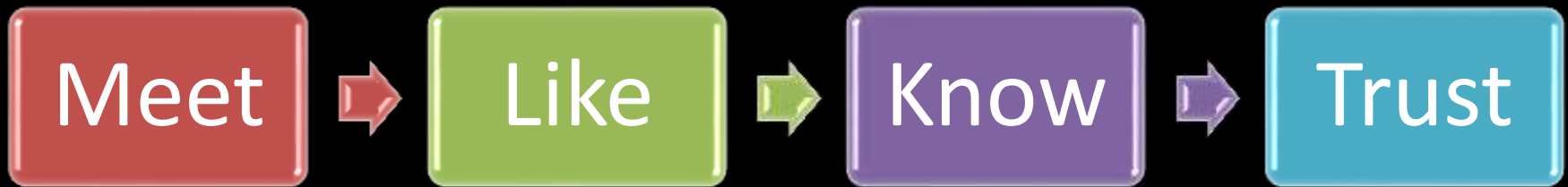
- I love WeWork & Meetup. Please share our content everywhere 😊



Take 1 Idea and Put It INTO ACTION!



The Persuasive Sales Process



- You want people to react in such a way that makes them want to work with you.



Attracting Valuable Clients

- Put out the right Personal Brand that brings the right people to you.
- It's often a reflection of who we are.



Your Sales & Marketing Eco-System

- You want people to trust you before you even speak to them. This is power.



Abundance Mindset Considerations

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

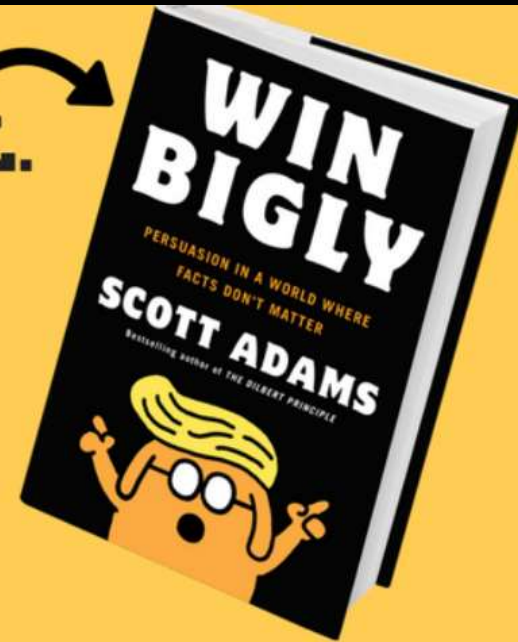


The Persuasion Stack

- 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 Business Plan

- You can have my powerhouse template in Word DOC format used by thousands globally. Email / LinkedIn me for a copy.

Edward's Personal Business Plan
SEPTEMBER 2019

VISION One Year from Now:

- Edward Zia is to be Australia's Top influencer when it comes to Creating Master Persuaders & influencers.
- He is surrounded by a wonderful community of people who support, love and drive each other.
- There is a clear sense of Strength, Helping Each Other, Action, Transparency, Fun, Intelligence and Winning.
- Success requires producing great content, speak to lots of top people daily and delivering value!**

Key Areas to WATCH OUT for:

- Cashflow is king and only work with people who pay and respect themselves and others.
- Avoid energy vampires.
- Don't get side-tracked.
- Stay POSITIVE and BE SMART!**

The Game Plan:

- Put out great daily content on LinkedIn, Insta & Facebook.
- Speak to Leads with high quality messaging and calls.
- Invite people to Webinars, the vault and offer discovery Sessions.
- Make a MASSIVE impact each day!**

The Awesome Marketing Vault with Edward Zia



90 Day Action Plan

Urgent (within 30 days):

- Build strength and work out.
- Great Content & Work LinkedIn Hard.
- Message everyone and follow up leads.

Important (within 60 days):

- Update Workshops.

Coming (within 90 days):

- Update website (possibly).

Future Tack:

- Launch building Online course Program!

Visuals:



Edward's Daily, Weekly & Monthly Actional

Daily:

- 10 x Targeted Phone Calls
- 20+ Social Media Messages per Day
- 5-10 x Social Media Posts (LinkedIn First).
- 5 x Prayer / "In the zone"

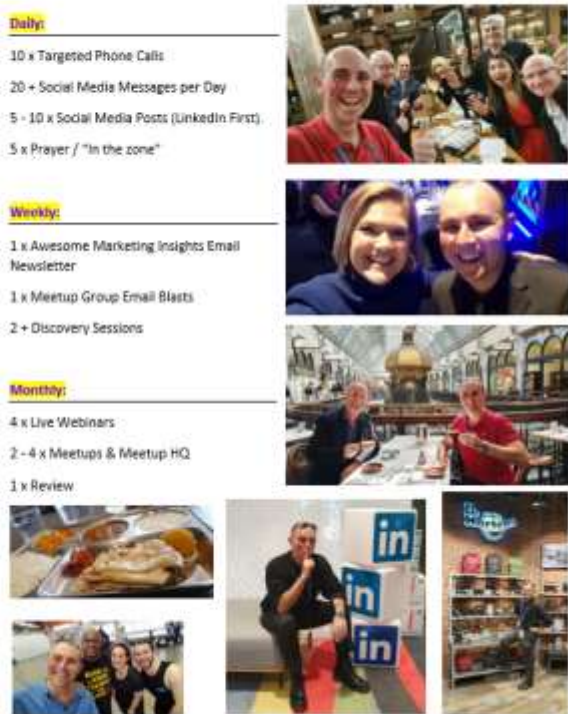
Weekly:

- 1 x Awesome Marketing Insights Email Newsletter
- 1 x Meetup Group Email Blasts
- 2+ Discovery Sessions

Monthly:

- 4 x Live Webinars
- 2-4 x Meetups & Meetup HQ
- 1 x Review

Visuals:



PROFITABLE Situation #1



PROFITABLE Situation #2

- Stick to your Brand at all times.
- If you deviate, correct it fast or do it for very good reasons.



PROFITABLE Situation #3

- Surround yourself with the right people based on where you want to go. This forms you and your many clients to come.



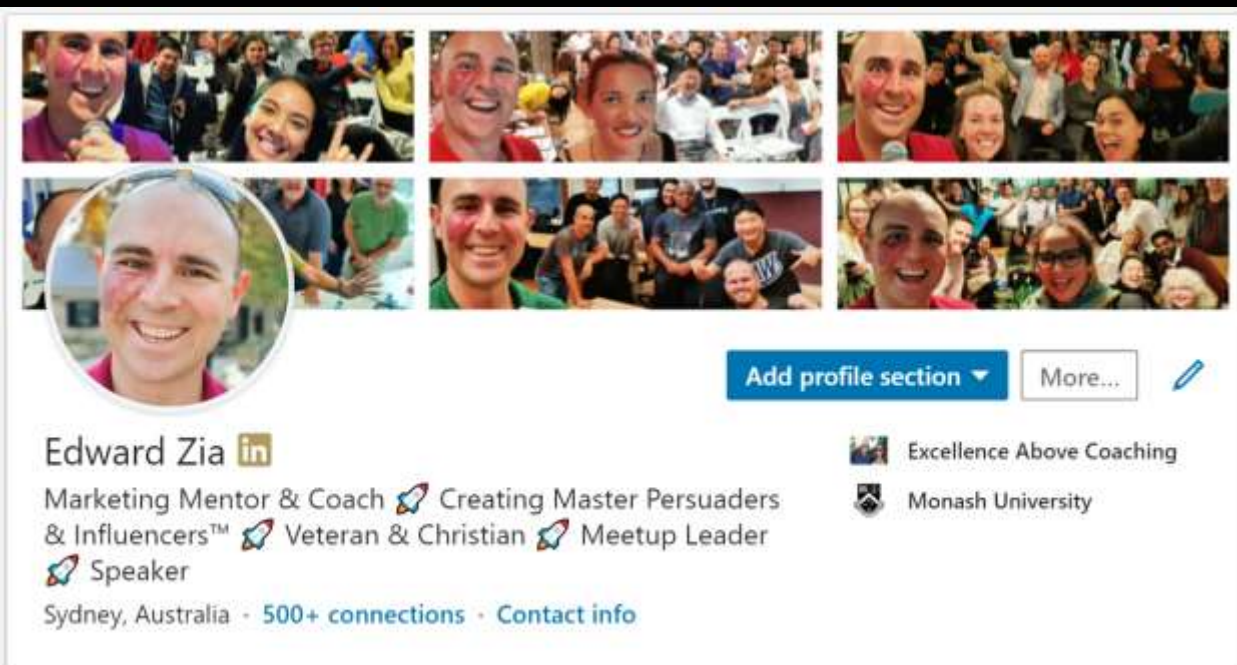
PROFITABLE Situation #4

- Build a strong 'Narrative' on you. Your back story, how you help people, charitable initiatives and what you do in the community.



PROFITABLE Situation #5

- Make sure your Tagline, Positioning and Core Messaging really HITS the mark.
- Nice = Not Good!



PROFITABLE Situation

#6

- Make you the FACE of your company.
- Every POT has it's LID and it's important you really find your own audience.



PROFITABLE Situation #7

- SWIM in your OWN LANE.
- It's very easy to get thrown off (I have).



Edward's Top 7 Moves to WIN BIG

1. Goals, Image & Ideas.
2. Stick to your BRAND.
3. The RIGHT people.
4. Build a Narrative.
5. Tagline & Positioning HITS.
6. Be the FACE.
7. Swim in your own lane.



Honourable Mentions

- You may even want to get a 'Style / Fashion Coach'. I know some great ones.
- You may need a PT (I did).



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 & Influencer.
- I will give you at least 3 recommendations.
- We can talk about you, your Business Direction, Sales Pitch, 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 & Influencer with our extremely popular Mentoring Program.
- Includes top Modules including Business Planning Content Creation, Creating Your Business & Marketing Plan, LinkedIn, Facebook, Meetup, Events and more. Includes personal access to me and great value.
- **Great options with 3 x Great Membership Levels:**
 - Silver, Full Content + Personal Email Access @ \$97 per month.
 - Gold, Full Content + Phone Access @ \$197 per month.
 - Platinum, Full Content + All + Mentoring Session @ \$497 per month.



Special Invite #2: “Persuasion & Influence Mastery Workshop”

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

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 - and all included).

This high impact Persuasive 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 (Partners, Options Available)

NOVOTEL excellence ABOVE AMI COACHING™

www.excellenceabove.com.au



Special Invite #3:

“Personal Mentoring with Edward”

- For those on a massive mission to become a Master Persuader & Influencer ASAP, Personal Mentoring with Edward rocks. Start ASAP@ **\$1997 + GST per month.**



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

