

# PROFITABLE High Return Sales & Marketing Strategies!

Developed and Presented By: Edward Zia – Marketing Mentor & Blogger



# FAST TRACK Your Success

- Know the high value, 'secret' moves are everything and takes years off our journey and FAST TRACK our success.
- The 'Right' knowledge is power and listen carefully for million dollar ideas friends!



# 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 tonight.
- I would love you to share what we do with the world and we'd love you to work with us.
- Ask questions, enjoy and WIN BIG 😊



# THANK YOU from Edward Zia

- Marketing Mentor & Blogger!
- I've helped lots of people make lots of money.
- Ex-Military Fed, Post Graduate in Marketing, Host at NSW Business Chamber, Meetup City Organiser, Love Christian Outreach, Liberal Party Member, Founder of EA.
- I help out wonderful people with my Awesome Marketing Vault, Workshops, Consulting, Speaking, Personal Mentoring and more.
- Add me on FB & LinkedIn! Love to connect 😊



# OUR LAST WORKSHOP FOR 2018!

## Sydney Mastery Workshop – Sat 8<sup>th</sup> September 2018 at Novotel Sydney on Darling Harbour

- You're Invited to “90 Days of PROFITABLE Sales & Marketing”
- Learn the latest Sales & Marketing Strategies and build your own CUSTOM GROWTH PLAN!
- We've got 11 x spots left! Includes 90 Minute Personal Coaching Session and Valued at over \$1500 + GST.
- **First time Special: \$597 + GST. For current and past clients, Loyalty Reward rate of \$497 + GST.**



# THANK YOU!

- A massive thanks to Lassie who works very hard behind the scenes to make this possible.
- A massive thanks to our wonderful clients. These free events to support the community are possible because of you 😊



# With thanks to our Sponsor AEONA. Check in now to support them!

- “Aeona is dedicated to empowering individuals to pursue their dreams.
- We go way beyond co-working, our goal is to engage entrepreneurs and startups through social, inspirational and educational events in order to support them in their pursuit of ultimate success.
- Follow them on Facebook, Twitter and Instagram to stay up to date with upcoming events and resources.”

**Aeona**  
empower. achieve. succeed.



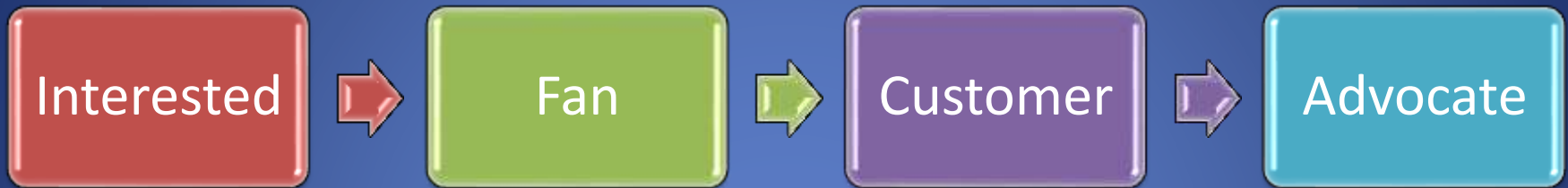
# Your Winning Experience

- 'Putin' at least one great idea into action.
- Listen for the million dollar ideas.
- Love yourself and know you deserve massive success.





# Winning Clients ASAP



- Different strategies have different impacts, in different times on different people.
- Sure, a FB post may hit 200 people, but a 1 hour coffee chat can convert on the spot?



# Winning Valuable Clients

- You want the right, most awesome high value clients and it's win / win.
- Certain types of Marketing are better for reaching your target market!



## *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

- Success starts with quality of what you sell, how you look after your community and what you project.
- People judge you across everything that you do. From your website to what you wear, believe me they take in everything.



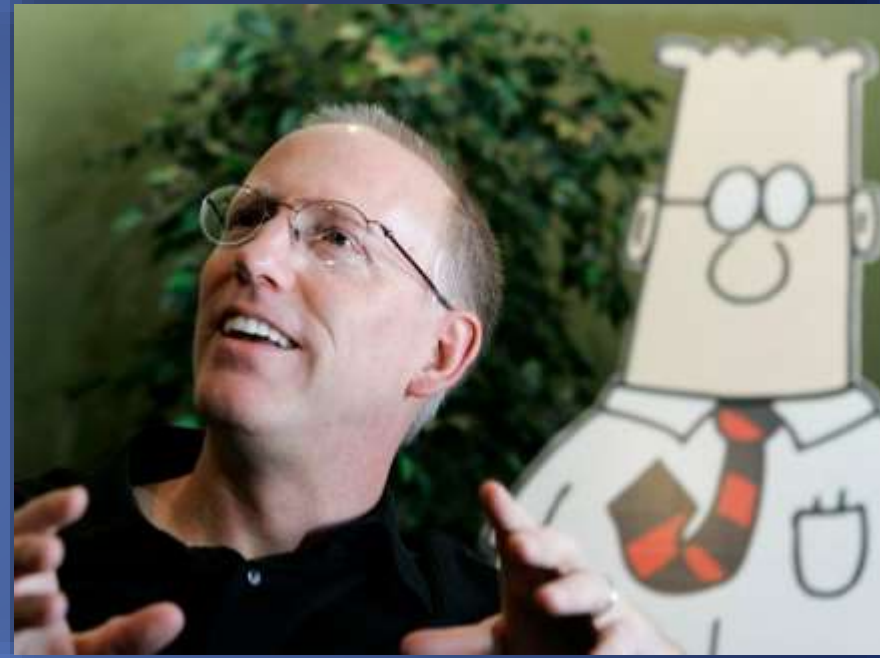
# 'Abundance Mindset' Considerations

- Surround yourself only awesome wonderful people.
- Do some blocking.
- Add New WONDERFUL friends 😊
- Nurture your friends and WIN TOGETHER.
- Create your SUCCESS ZONE.



# The Persuasion Stack

- Everything you put out there must be persuasive and compelling.
- From a LinkedIn Video, to a Profile, to a selfie on Instagram; you must always ensure it creates the image that makes people want to buy.
- Think subconscious mind!





# PROFITABLE Situation #1

- You're ready to hit it hard with your best knowledge of what works.
- Taking your first step and your next step is everything. The best place to start is with your Business Chamber. Perfect for entrepreneurs!
- What are you going to do ASAP to win big?



# PROFITABLE Situation #2

- Your Niche and who you are after with what is critical.
- You must refine and build your tight message and gets lots of exposure to them. All the time every day.
- What are you going to do ASAP to win big?





# PROFITABLE Situation #3

- You must ATTRACT the right people to you (Marketing).
- “Thought Leadership” is a powerhouse strategy that even Bunnings Warehouse are right into. The value you gives, ‘allows you to sell’. LinkedIn, FB, Instagram, Your Website, Groups, Email Blasts and More.
- What are you going to do ASAP to win big?



# PROFITABLE Situation #4

- You must GO TO the right people (Sales).
- The ones who embrace this, get over their own fears and do it, go great! Direct approaches, LinkedIn Messaging, Business Networking, asking for Coffee Meetings, Literal Elevator Chats and more!
- What are you going to do ASAP to win big?



# PROFITABLE Situation #5

- You must keep improving everything to make it convert better, sell more and become more influential.
- Improving your website to drive conversion, improving social media content, practising your pitch and becoming a natural and more; you can never stay still.
- What are you going to do ASAP to win big?

3  
APR

Tuesday, April 3, 2018, 6:00 PM

## PROFITABLE High Return Sales & Marketing Strategies! (FREE Evening Seminar)



Hosted by [Edward Zia](#)

\*\* JOIN US FOR A POWERFUL ENTREPRENEURS EVENING! \*\* Learn PROFITABLE Sales & Marketing Abilities from the best. Join us for our Marketing & Entrepreneur Workshop. Limited Spots! Valued at \$500 + GST and FREE! Our awesome Sponsor Aeona Co-Working



Organizer tools ▼

# PROFITABLE Situation #6


- Publicity and Leveraged Exposure for you and your company is critical.
- You must get speaking opportunities, create them, get up before groups, gain media attention and have people see you as the 'Thought Leader / Commander' in what you do.
- What are you going to do ASAP to win big?



# PROFITABLE Situation #7

- You need Automated & Leveraged Strategies that promote your cause whilst you rest and smile.
- Opt-in forms, Email Marketing, Recording Webinars, Live Events, Facebook Advertising, Working your LinkedIn + more!
- What are you going to do ASAP to win big?

More Clients, More Money, and More Time™ [View this email in your browser](#)

 AWESOME  
**MARKETING**

**The Awesome Marketing Vault with Edward Zia™**  
[>> Login here!](#)

**'The Edward Files' blog of the week:**  
Stanley Hsu of Shark Tank fame, launched My Cube in at Westfield Parramatta. A rising star Micro Retailer concept!

[>> Read about My Cube & Stan here!](#)

**MONDAY! Partner Event:**  
Wayne Wanders is a great guy and I am attending "Property Investing for Women" on Monday evening. It shall rock!





[>> 6PM Mon 18th June 2018 - Join us!](#)

**TUESDAY! Partner Event:**  
Cydney O'Sullivan's is back this Tuesday talking "How to Craft Powerful Presentations". A powerhouse opportunity!

[>> 6PM Tue 19th June 2018 - Join us!](#)

**Live Webinar:**  
"Creating Your PROFITABLE 90 Day ACTION PLAN!" shall be a great one to help you think and win big.

[>> 8PM Mon 2nd July 2018 - Book here!](#)



Almost there! Please complete this form and click the button below to gain instant access.

I am pumped to have you join us for Profitable Content, Event Invites and more. Love your work :)



Email Address:

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We hold SPAM and promise to keep your email address safe

Join our Email Database for Content, Event Invites, Strategies and ideas to help you WIN BIG!

[Subscribe](#)

# Bonus PROFITABLE Situation

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



# Edward's Top 7 Moves to WIN BIG

1. Talk to great people, all the time.
2. Focus up your niche.
3. Put out content that attracts.
4. Go after the right people.
5. Improve the persuasive value of what you do.
6. Get in front of lots of people, speak and get the media onside.
7. Build in Automated & Leveraged Strategies.



# Honourable Mentions

- Be careful of what you hear out there, test stuff yourself quickly.
- Keep listening to what people tell you, you will get great ideas and hints.
- Do serious volume. Speak to hundreds and thousands of people.
- Love and listen to your fans. They know what is best for you 😊





# Acknowledgements, Thanks & Credit

- For the imagery & concepts – we'd love to thank and acknowledge the awesome:
  - Spock from Star Trek (TOS).
  - Fallout, Vault Boy & Bethesda Softworks.
  - Vladimir Putin & Margaret Thatcher.
  - Donald Trump, Hillary Clinton, Scott Adams, LogMeIn.
  - Reuters.
  - And everyone else who helped make this awesome!



# 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™, Master Your Marketing & WIN BIG!
- Get personally Mentored by me, access to the powerhouse online knowledge Vault, get personal introductions to Edward, access to speaking opportunities at Profitable Marketing Meetup, VIP Inner Circle Support from Edward and more!
- \$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.
- Everyone is different and this is customised to you. Perfect for those who want to move fast and compress years into weeks.
- \$1997 + GST / month, come and see me.



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# 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 CONVERSATION.
- We shall do a review of what's working for you and I will give you 3 x Strategies you can put into your business ASAP to help you get more clients, money and time.
- **One Time Only:** 60 Minutes, Valued at \$500 + GST and perfect for ambitious wonderful people.



# Speak to me now + THANK YOU + WIN BIG!

- Join us on Tuesday 7<sup>th</sup> August for “Profitable Facebook Sales & Marketing Strategies!” Book early, invite your friends and share online.
- Check out AEONA. Great space and working options.
- Book now for Saturday 8<sup>th</sup> September 2018, “90 Days of PROFITABLE Sales & Marketing!”
- NSW Business Chamber is on Wed 12<sup>th</sup> September 2018.
- Add me on FB and love to help 😊 0458 310 670 / [edward@excellenceabove.com.au](mailto:edward@excellenceabove.com.au)

