

“Ed's SECRETS to becoming a MASTER Persuader & Salesperson during CORONA!”

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



Brilliance from Winston Churchill

- “Let us therefore brace ourselves to our duties, and so bear ourselves that, if the British Empire and its Commonwealth last for a thousand years, men will still say: “This was their finest hour.”



THANK YOU from Edward Zia



- I'm here to help you become a Master Persuader & Influencer. Add me on LinkedIn and WhatsApp +61 458 310 670
- I've spend at least \$300,000+ in Personal Development from Top Global Mentors and crossed 10,000+ Personal Coaching Hours a few years ago.
- I was a homeless veteran a made a massive come back in my life to help tens of thousands today.



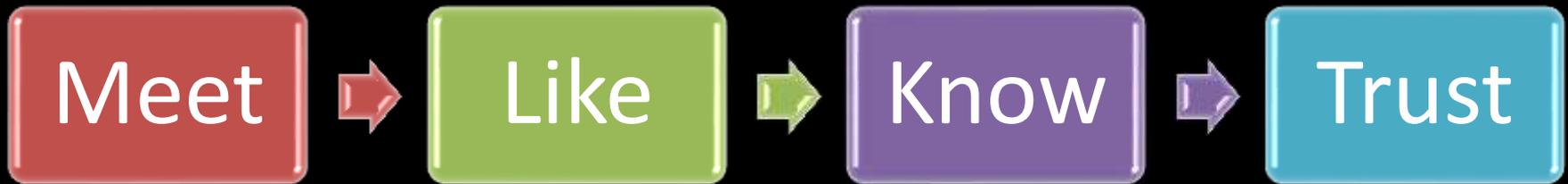
THANK YOU Microsoft + LinkedIn + Meetup + WeWork + Teachable + LogMeIn + the Government



Take 1 Idea and Put It INTO ACTION!



Persuasion & Sales Process



- You want to up who you meet and do more to get them through this process.



Attracting Valuable Clients

- You want to be seen by so many of the right people, that you win!



Your Sales & Marketing Eco-System

- Use every tool you have to win big, and you've got some fantastic tools that we shall go through.



Abundance Family

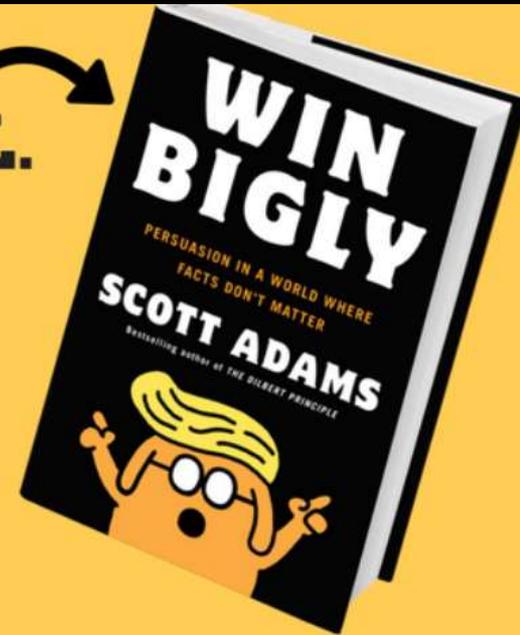


The Persuasion Stack

- 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

Scott Adams 
@ScottAdamsSays

Tweets Tweets & replies Media

 Pinned Tweet

Who to follow · Refresh · View all



Joel B. Pollak  @joelpoll... 

Please ask for a copy of my Influencer Sales & Marketing Template (in Doc)

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Edward's Influential Sales & Marketing Plan

JANUARY 2020

VISION One Year from Now:

- Edward is to be a Global 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 across Earth.
- 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:

- Confidence 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:

- Lead as a LinkedIn Influencer with light support from Instagram and Facebook.
- Speak to Leads with high quality messaging and calls.
- Invite people to Webinars, drive my Meetups, drive the Vault and offer Discovery Sessions.
- Sign up 1 x New Client Each Day and make a MASSIVE Impact!**



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90 Day Action Plan

Urgent (within 30 days):

- Build strength and work out.
- Great Content & Work LinkedIn Hard.
- Fill Webinars with 100+ people per time.

Important (within 60 days):

- Drive heavy workshops & Online Sales.

Coming (within 90 days):

- Build your following & residual.

Future Tech:

- Heavy 3 Day Workshop (or not).

URGENT Within 30 Days	SORT OF URGENT Within 60 Days
IMPORTANT & COMING Within 90 Days	NICE IDEA, ONE DAY! 90 Days & Beyond



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Edward's Daily, Weekly & Monthly Actions!

Daily:

- 5 x Phone Calls
- 5 - 10 x Social Media Posts
- 100+ x Respond to ALL MESSAGES
- 5 x Prayer / "In the zone"



Weekly:

- 1 x Personal Database Email
- 1 x Meetup Email
- 1 x Live Webinar

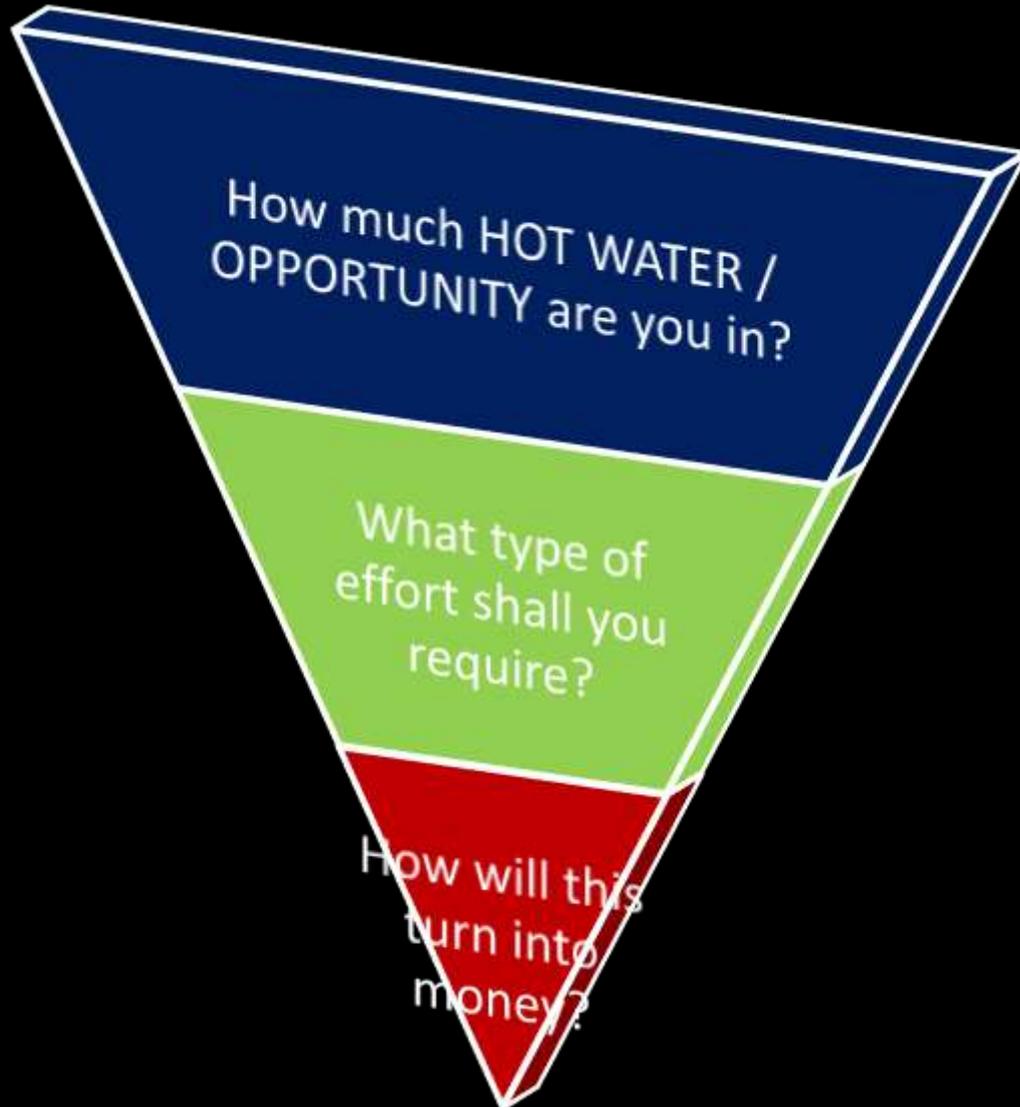


Monthly:

- 2 x Events
- 1 x Review



Ed's Lesson #1



Ed's Lesson #2

- What are the most extreme moves you've been holding off?



Ed's Lesson #3

- All in and use all your tools!



Ed's Lesson #4

- It's critical to use a combination of Real & Digital World to win this one.



Ed's Lesson #5

- Call in all the favours you're owed and go extremely hard with your network.



Ed's Lesson #6

- Be relentless in your application and desire to win. You're going to lose friends and make many new ones.



Ed's Lesson #7

- Your daily play is everything!



RECAP FRIENDS!

- What have I spoken about?
- What ACTIONS are you going to take now?
- Tell Father Edward everything 😊



Honourable Mentions

- Stay healthy during these times – do whatever it takes.



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 FREE ONE TIME Discovery Session to help you become a Master Persuader & Influencer.
- I will give you at least 3 recommendations.
- We can cover key topics and talk how we can work together.
- **Book now friends 😊**



Special Invite #1

“The Awesome Marketing Vault with Edward Zia™”

- Become a Powerhouse Master Persuader & Influencer with our Popular Premium Global Mentoring Platinum Program 🏆
- Get Coached and Mentored by Master Coach Edward Zia personally, with Full Access, Updates, Top Mentoring and a 60 Minute High Performance Personal Mentoring Session 🗣️
- **Great options with 3 x Great Membership Levels (all in Australian Dollars, AUD):**
 - **Platinum, Full Content + All + Mentoring Session @ \$497 per month (highly recommended).**
 - **Gold, Full Content + Phone Access @ \$197 per month.**
 - **Silver, Full Content + Personal Email Access @ \$97 per month.**
 - *** All plans include 30% Affiliate Option for those wanting to build a great income (managed by Teachable).**



Special Invite #2

“Persuasion & Influence Mastery Workshop”

on Saturday 4th April 2020 @
Novotel Sydney on Darling
Harbour

• Book Now & Limited Spots:

– \$697 + GST.

– For current and past clients, Loyalty Reward rate of \$597 + GST



2020 EDITION

PERSUASION & INFLUENCE MASTERY WORKSHOP

WITH EDWARD ZIA

CATERED TO WORLD CLASS STANDARDS BY ACCOR



Perfect for Entrepreneurs, Professionals and Business Owners.

Join our Full Day Experience:

- ✈ Build your personal 90 Day Sales & Marketing Plan with the latest **PROVEN** strategies.
- ✈ **TRANSFORM** yourself into a Master Persuader & Influencer and learn how to influence both the conscious and subconscious mind.
- ✈ Create **CONTENT** in the workshop and get the latest scoop on LinkedIn, Facebook, Instagram and more.
- ✈ Learn **LEVERAGED** Strategies such as running Live Webinars, Meetups, Events, Selling from Stage and more.
- ✈ Explore your own DISC Behavioural Style, Master your **PITCH** and **PERSONAL BRAND**.
- ✈ Get **INSPIRED** by others and learn from Edward Directly. The Workshop also counts as Professional Development Hours for various accreditation bodies.
- ✈ Get a **PERSONAL MENTORING SESSION** with Edward post Workshop. All included.



I attended a marketing event where Edward was the speaker. He was extremely professional in his presentation and highly educated in the subject he presented. His advice on making "branding" made complete sense. I would highly recommend him as a business coach or as someone to follow through the internet networking community.

- Maria Fernanda Sanchez



Edward is a powerhouse of marketing and motivation. He goes out of his way to help you, giving his time and energy authentically and passionately. I have never met anyone as helpful, generous and supportive in business as Edward Zia. He is a great guy, full of energy and enthusiasm. If you want to move your business forward, learn about effective marketing, great real down to earth answers, add a great person into your network and a friend into your life, Ed is your man. Thank you for all your help and support. Highly recommend.

- Timo Topp

The Premium Workshop, Networking and Personal Mentoring Session with Edward is Valued at \$2,000+



To make it more accessible, we have a First Time Special for only **\$697 + GST**.



Current and past Clients, will also receive a Loyalty Reward Rate of only **\$597 + GST**.



9AM to 5PM on Saturday 4th April 2020



Novotel Sydney on Darling Harbour



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

Limited to a small intimate group of **WINNERS**. Book ASAP!



Special Invite #3

“Master Coaching with Edward Zia”

- For those who want the ultra premium support and to work with Edward on an intense personal basis, we have Master Coaching Custom Packages available (ranging from \$1,000 to \$5,000 + GST).



Take ACTION now friends 😊

- Book a Discovery Session with me now (message me on LinkedIn).
- Add me on LinkedIn and WhatsApp +61 458 310 670
- Join our next Live Webinar “Ed’s SECRETS to Powerhouse Marketing during the Corona VIRUS!”

