





Ed's SECRETS to Running Legendary Zooms & Face to Face Meetups!



Events are leverage



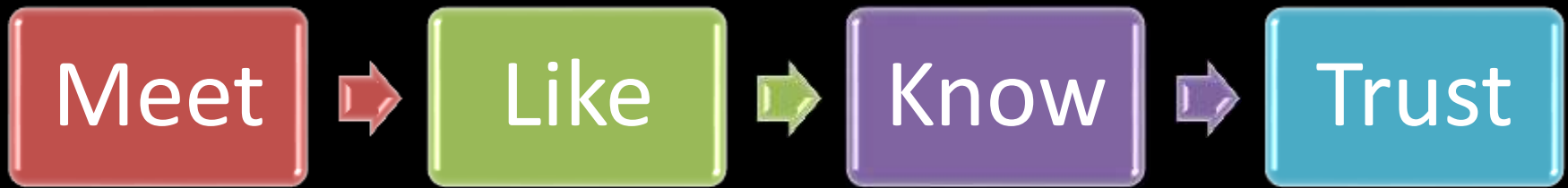
- Lassie and I'd love to help you become a Master Persuader & Influencer.
- Please connect with us on LinkedIn, Facebook and more and read up on us there 😊



THANK YOU to our Sponsors & Partners



Persuasion & Sales Process



- Events (be it ZOOMs or Face to Face) accelerate this process by multiples.



Your Sales & Marketing Eco-System

- Events can be promoted everywhere and online gives you easy RECORDINGS.





Abundance Family



Ed's Reading List

- “WIN BIGLY – Persuasion in a world where facts don’t matter” by Scott Adams.
- Watch the film “1984”.
- Watch the film, “The Founder” with Michael Keaton.
- Do your FREE DISC test via 123test.com



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

Edward's Business & marketing Plan
March 2021

VISION One Year from Now:

- Jessie & Edward Zia with Excellence Above Coaching is to continue building themselves as Global Influencers with a connected National Australian Meetup Network.
- Our community is full of top-quality entrepreneurs who we love, and we are honoured to work with.
- We compete and become known and loved by the free events, content and help that we provide.
- Our continued success comes from sticking to strong daily action and speaking to lots of winners.

Key Areas to WATCH OUT for:

- Cashflow is king and only work with people who pay and respect themselves and others.
- Avoid energy vampires and do not get side-tracked.
- Must keep selling and driving Teachable.
- Keep up the posting and speaking to people every day!
- Stay POSITIVE and BE SMART!

The Game Plan:

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





90 Day Action Plan

Urgent (within 30 days):

- Drive Teachable Sales
- Fill Webinars, ZOOMs and Meetups.

Important (within 60 days):

- Launch workshops across Australia as part of our Meetups.

Coming (within 90 days):

- Build workshops and go more.

Future Tack:

- Continue our work and get top speaking opportunities.

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







Edward's Daily, Weekly & Monthly Actions!

Daily:




- 10 x Phone Calls per day
- 10+ Posts per Day
- ALL MESSAGES
- 5 x Prayer / "In the zone"

Weekly:

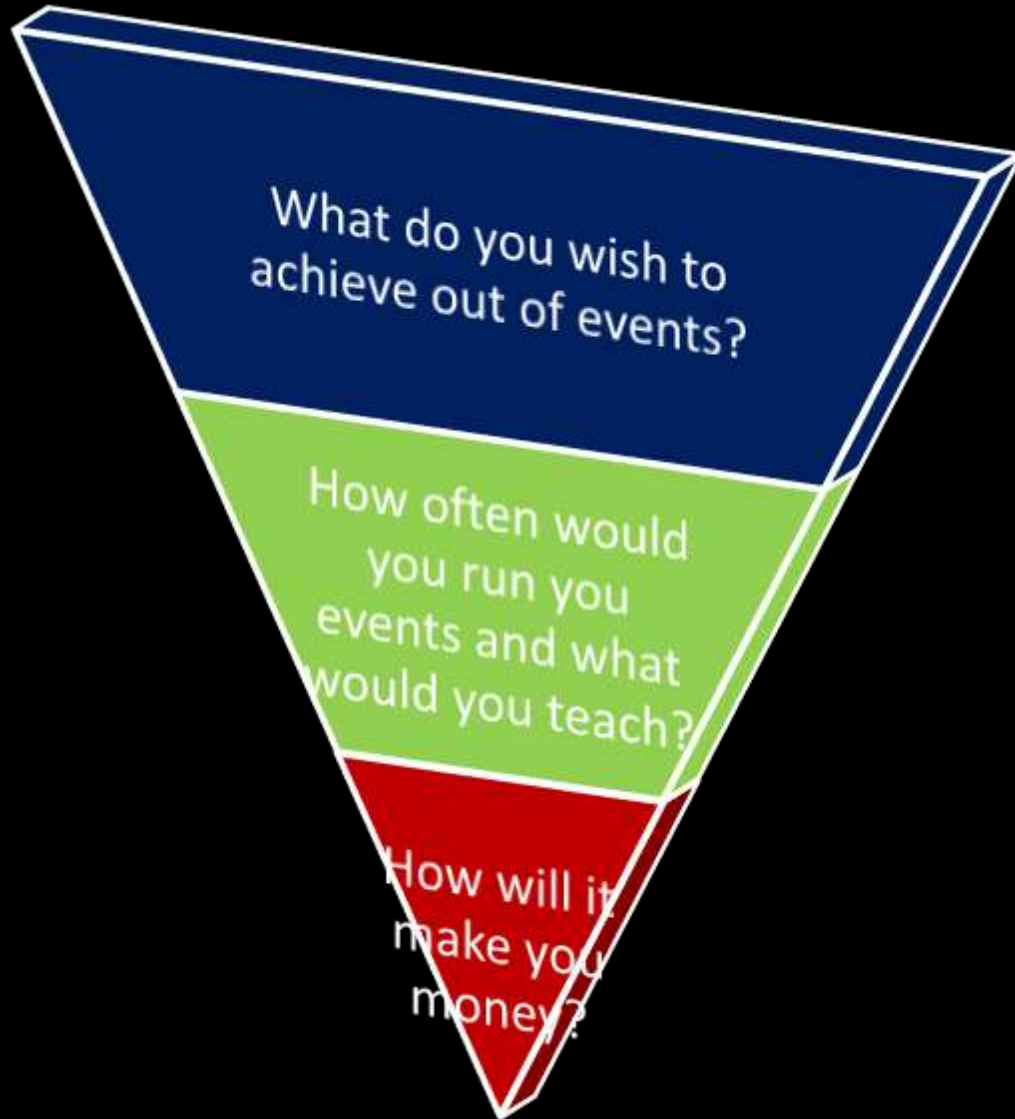
- 7 x Personal Database Email
- 2 x Meetup Email
- 1 x Live Webinar
- 1 x ZOOM

Monthly:

- 1 x Review

Ed's Lesson #1





Ed's Lesson #2

- People don't learn from 'the best', they learn from who 'they like'.



Ed's Lesson #3

- I spend my time filling events. The events turn them into legendary customers and more.



Ed's Lesson #4

- As you run events, focus on the high value winners that matter.



Ed's Lesson #5

- Get your attendees to invite people. It works really well and helps you grow.



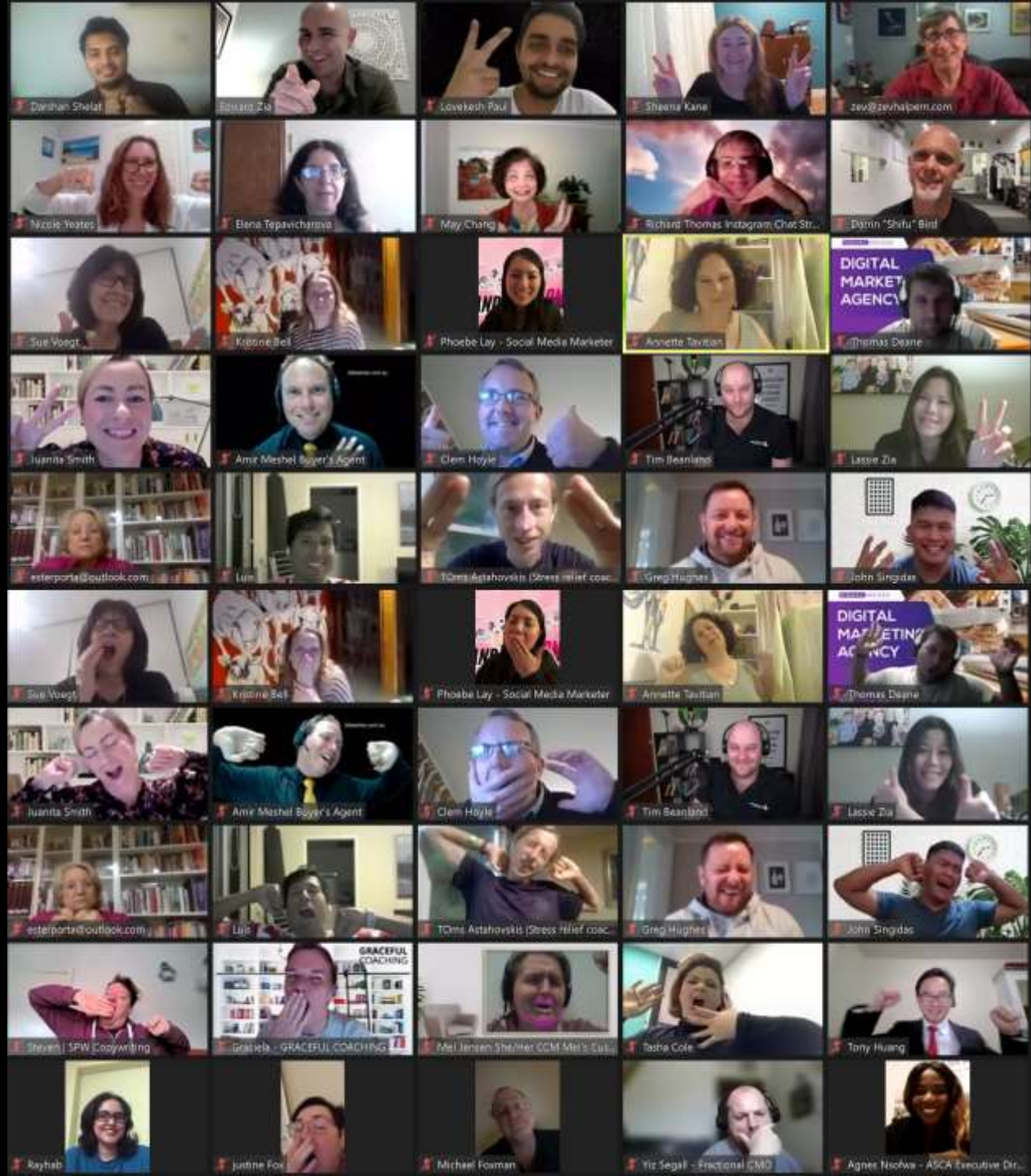
Ed's Lesson #6

- The idea is to do your topic and lightly sell to the audience. As you've really helped them, it's easy to make it happen.



Ed's Lesson #7

- Some events you sell 'nothing'; think long term.



As a result of this
WEBINAR what actions are
you going to take?



Honourable Mentions

- I've done events for a long time and love them; one key reason why I'm so popular and have a great following (THANK YOU!).



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.
- **Message me on LinkedIn and book now friends 😊**



Special Invite #1

The Awesome Marketing Vault with Edward Zia™

- Join our International Community and Network with Winners across the world
- Get Coached & Mentored by Lassie & myself + become an affiliate with 30% payout
- Become a Master Persuader & Influencer + Access RARE Custom Content
- **Starting @ \$99 per month (Australian Dollars + Local Taxes).**



Special Invite #2

Edward's Influencer SECRETS Mastery Workshop

hosted Internationally via ZOOM

- Join us
Saturday 13th
November
10AM Sydney
Time to 1PM.
- **\$299 + GST**
First Time
- **\$199 + GST**
Loyalty Rate



Special Invite #3

“A Powerhouse Breakthrough Mastery Day with Edward Zia”

- If you want the ultimate Edward Zia experience and to learn from my decades of experience ASAP and have legendary breakthroughs, spend an intense winning day with yours truly!
- Sign up on the Awesome Marketing Vault Teachable Page, or contact me direct for other Payment Options. **\$4997 and limited spots!**



Take ACTION now 😊

- Book a Discovery Session with me now (message me on LinkedIn) and for anything custom, speak to me (we can sort something out just for you).
- Add me on LinkedIn, Facebook, Insta & WhatsApp +61 458 310 670
- Join our next Live ZOOM Webinar Monday 8PM Sydney Time and our International Networking Meetups Thursday 8PM Sydney time weekly!

