

“Ed's SECRETS to Creating PERSUASIVE WINNING Content During CORONA!”

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



New Store Rules:

- **Takeaway Only**
- One customer at a time in-store
- Please wait for your order outside
- Keep a safe distance between other people (1.5m Minimum)
- If you have a Cough, Sore throat, runny nose or a fever please do not enter.
- If your feeling Light Headed, Drowsy, High Tempered and have No Energy then you just need a Kebab.

Istanbul In Parra

HA
FO

Meat Loaf

- “I never fit in. I am a true alternative. And I love being the outcast. That's my role in life, to be an outcast”.



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.



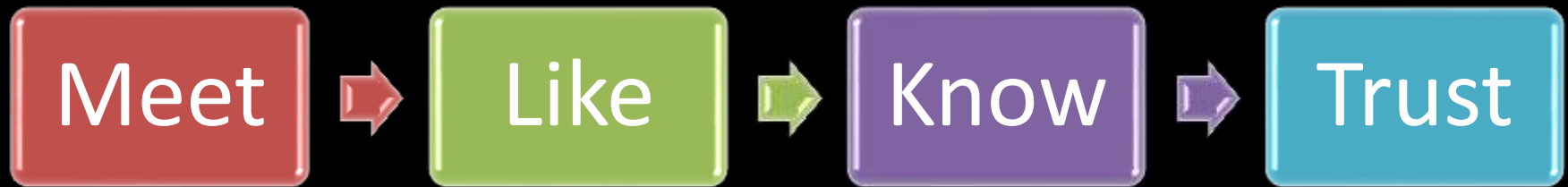
**THANK YOU Microsoft + LinkedIn + Meetup +
WeWork + Teachable + LogMeIn + the Government**



Take 1 Idea and Put It INTO ACTION!



Persuasion & Sales Process



- Entertaining and educational content moves people through this process fast!



Attractive through Influence

- Great content brings the right people to you.



Your Sales & Marketing Eco-System

- You put this through your whole experience and make the most of it!



Abundance Family

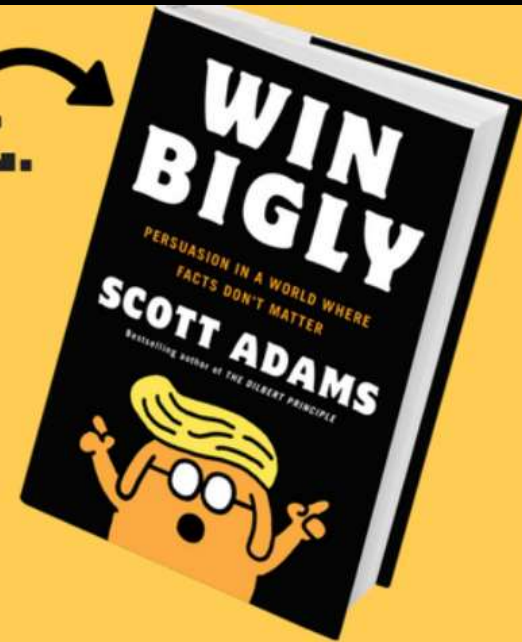


The Persuasion Stack

- 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

Tweets Tweets & replies Media

Pinned Tweet

Who to follow · Refresh · View all



Joel B. Pollak · @joelpollak

Scott Adams
@ScottAdamsSays

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

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:

- 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:

- 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, the Vault and offer Discovery Sessions.
- Sign up 1 x New Client Each Day and make a MASSIVE impact!**




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).



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:

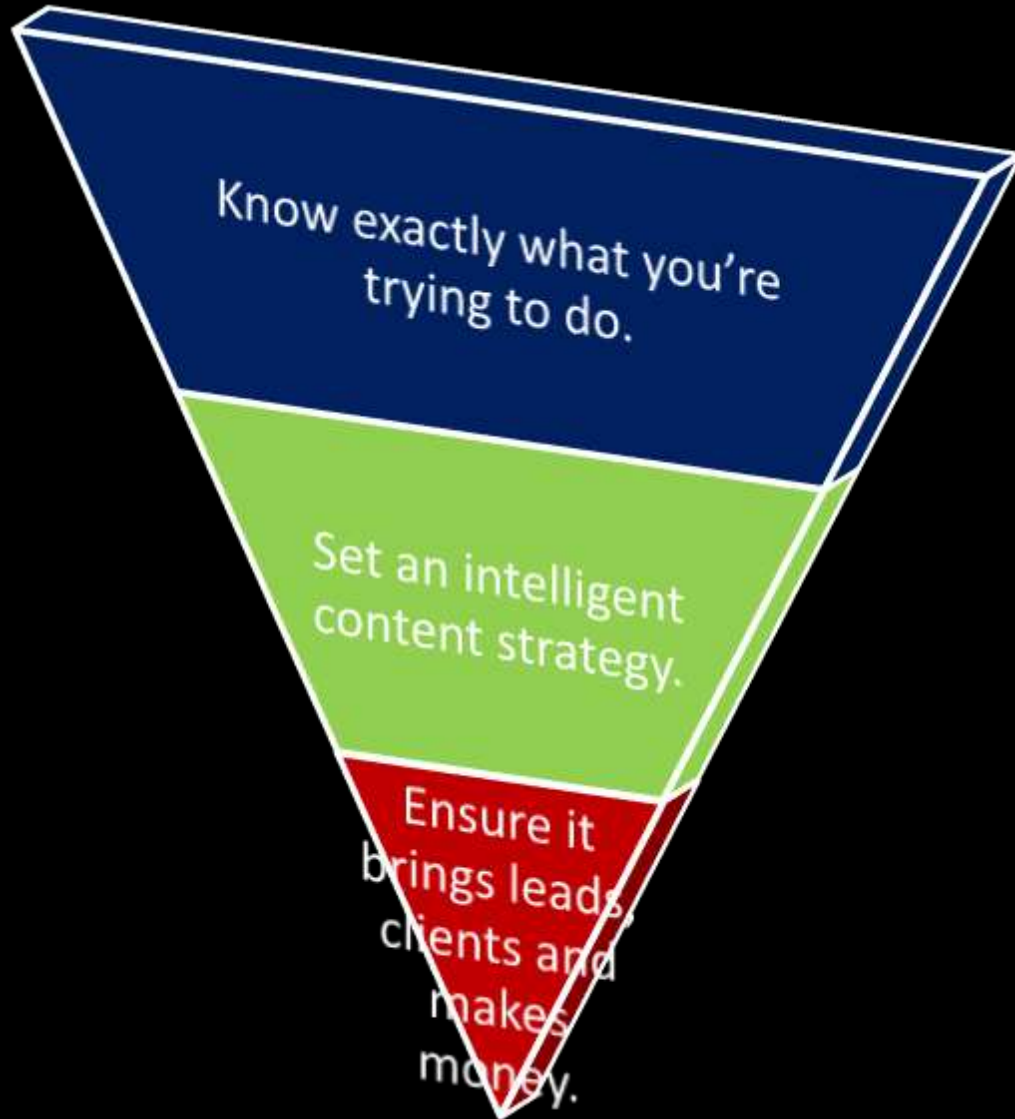
- 1 x Personal Database Email
- 1 x Meetup Email
- 1 x Live Webinar

Monthly:

- 2 x Events
- 1 x Review

Ed's Lesson #1



Ed's Lesson #2

- Back yourself 100% all the way to the bank.



Ed's Lesson #3

- Put out great content BUILT FOR THE PLATFORMS.



Ed's Lesson #4

- Use a mixture of Education, Call to Action and Brand Building to win.



Ed's Lesson #5

- Day to day content and ever-green all works beautifully!



Ed's Lesson #6

- Have a strong daily and weekly list of activities.



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

- Make them intelligent and lots of fun.
- The only way.



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

- **Coming back when safe, let me know if you're interested!**

— \$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

LEARN AND GROW WITH OTHERS

GET INSPIRED WITH HIGH ENERGY LEARNING

CONNECT AND MAKE NEW FRIENDS

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!

NOVOTEL



www.excellenceabove.com.au

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 Mastering PERSONAL SELLING during CORONA!”

