



# **“Ed's SECRETS to Becoming a Leading Global Influencer on LinkedIn!”**

**Developed and  
Presented By:**

Edward Zia – Marketing Mentor  
CPM & Master Coach



# Sheikh Mohammed bin Rashid Al Maktoum

- *“Many leaders promise, we deliver.”*





# 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 + Teachable + LogMeIn + the Australian Government

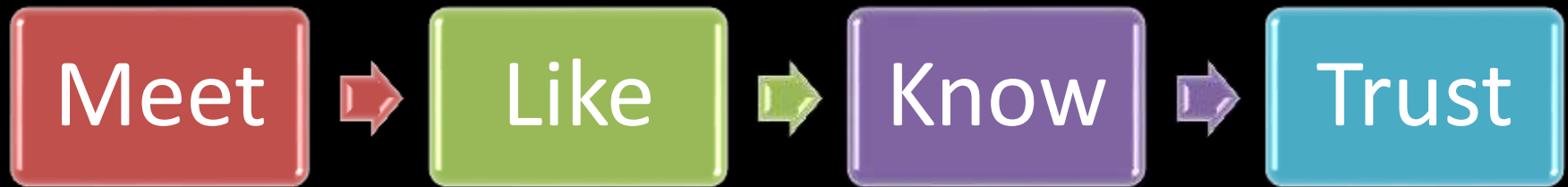




# Take 1 Idea and Put It INTO ACTION!



# Persuasion & Sales Process



- As you take off as a Global Influencer it's about thousands of people learning to trust you daily.





# Influence ATTRACTS

- The more of a footprint you create, is the more of a foot print you create.



# Your Sales & Marketing Eco-System

- Even though you may have your dominant platform, it takes lots of supporting platforms to get there.





# Abundance Family

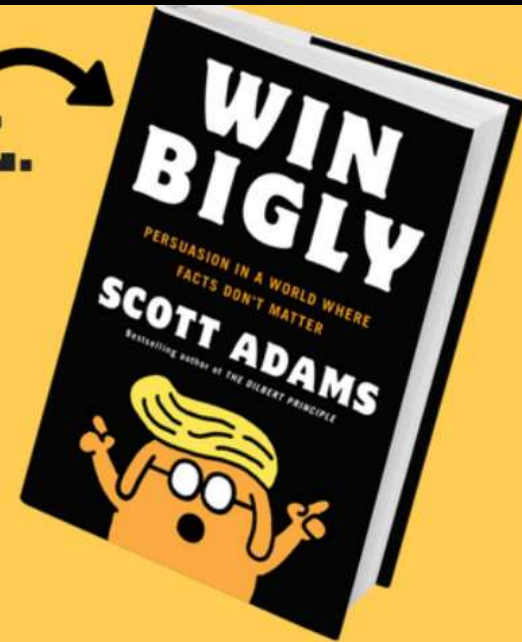


# The Persuasion Stack

- We love “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:**

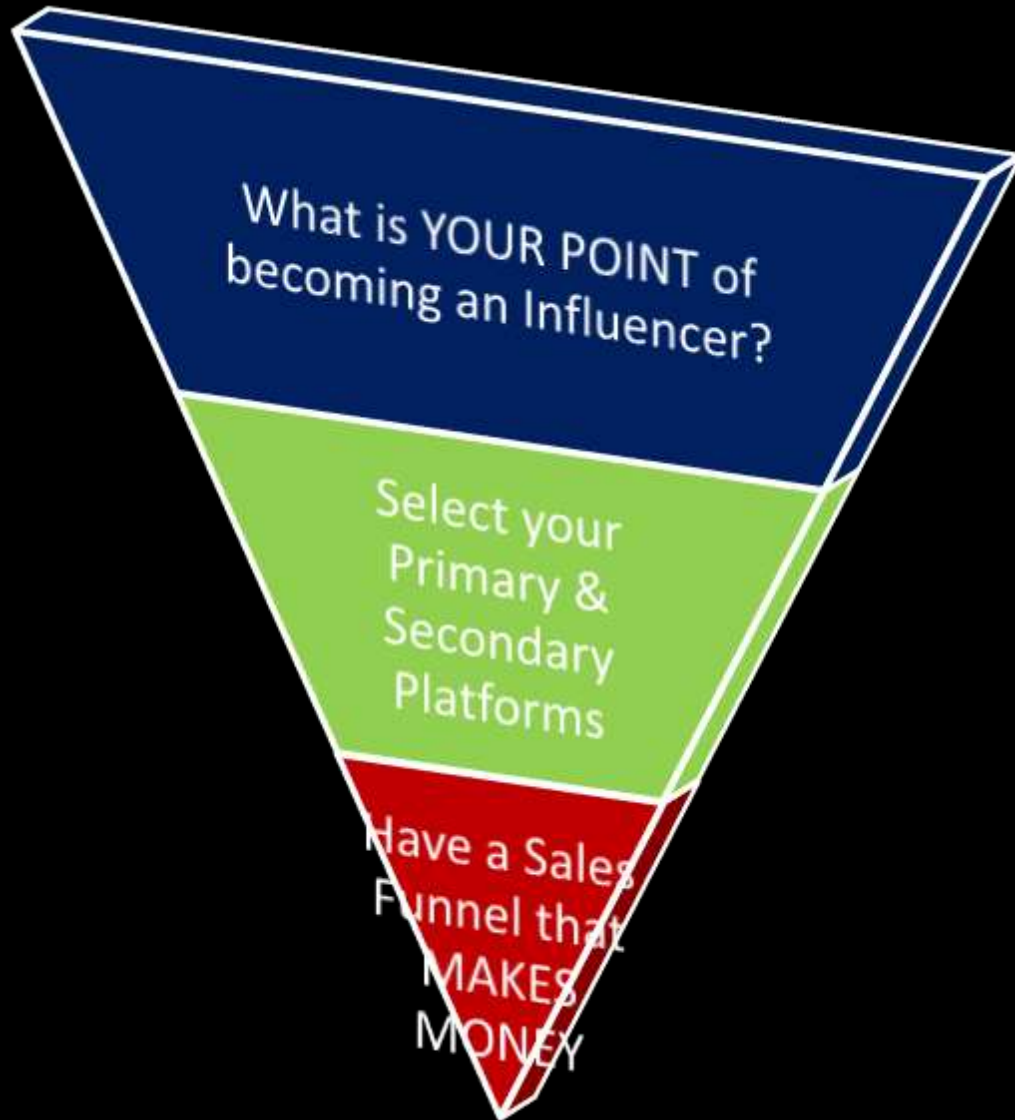
- 1 x Personal Database Email
- 1 x Meetup Email
- 1 x Live Webinar

**Monthly:**

- 2 x Events
- 1 x Review

# Ed's Lesson #1





# Ed's Lesson #2

- Create a style and experience that is YOU

The poster features a dark blue background with a network of white lines and circular icons. At the top left is the UAE coat of arms. Next to it is the 'SIGNATURE NETWORK' logo. To the right is a pink lotus flower and the 'Twinkl Group' logo. Below these are three small circular portraits of the speakers: Trisha Chapman, Vit Kodousek, and Edward Zia. The text on the poster reads: 'RAMADAN WEBINAR SERIES DAY 4', 'POLISH YOUR LINKEDIN PROFILE.', 'CO-HOSTED BY SARA MOHAMED, SOUMICHA TINAKICHT & MOUNIR BERHMANI', 'SPEAKERS', 'TRISHA CHAPMAN \* VIT KODOUSEK \* EDWARD ZIA', 'SUNDAY, 26TH APRIL', '3:00 PM TO 5:00 PM UAE TIME', and 'GET YOUR TICKET NOW!' in red at the bottom.

RAMADAN WEBINAR SERIES DAY 4

**POLISH YOUR LINKEDIN PROFILE.**

CO-HOSTED BY SARA MOHAMED, SOUMICHA TINAKICHT & MOUNIR BERHMANI

**SPEAKERS**

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**GET YOUR TICKET NOW!**



# Ed's Lesson #3

- Have a mix of Content, Webinars / ZOOMS and Sign Up pages.





# Ed's Lesson #4

- Have your Products easy to buy and pay for.





# Ed's Lesson #5

- Build your email list and use it.





# Ed's Lesson #6

- Sell at the end!



# 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

- Keep mixing up your content, otherwise you will get boring.
- The journey has highs and lows.





# 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 4<sup>th</sup> 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

**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](mailto:edward@excellenceabove.com.au) (Payment Options Available).

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

NOVOTEL



[www.excellenceabove.com.au](http://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 Creating WINNING Content from your Phone!”

