





# Ed's Secrets on WINNING in your PROFITABLE NICHE!





**You want to own a spot that is an inch  
wide and 100 miles deep 😊**



- 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 😊

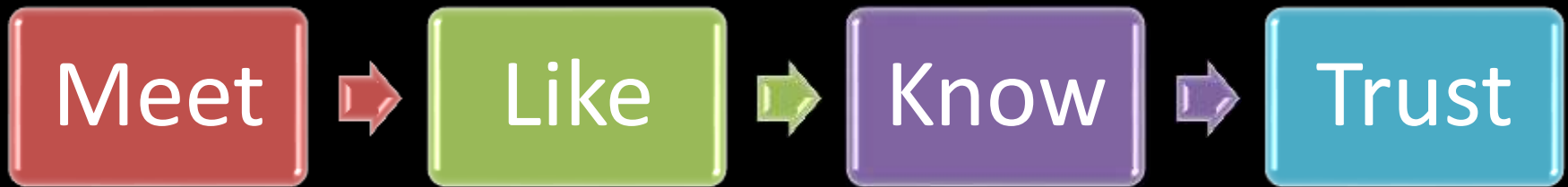




# THANK YOU to our Sponsors & Partners



# Persuasion & Sales Process



- When you're known for a particular skill or say a speciality in a particular market / type of person; it makes it very easy to rise the top.





# Influence ATTRACTS

- For years I was just too general, but when I got really specific; it attracted so many new people and more.



# Your Sales & Marketing Eco-System

- You want to really stick to what you do and issues that relate to you personally.
- The key is being relevant and having a NARRATIVE. What do will say and what you won't get into.







**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.







**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:**

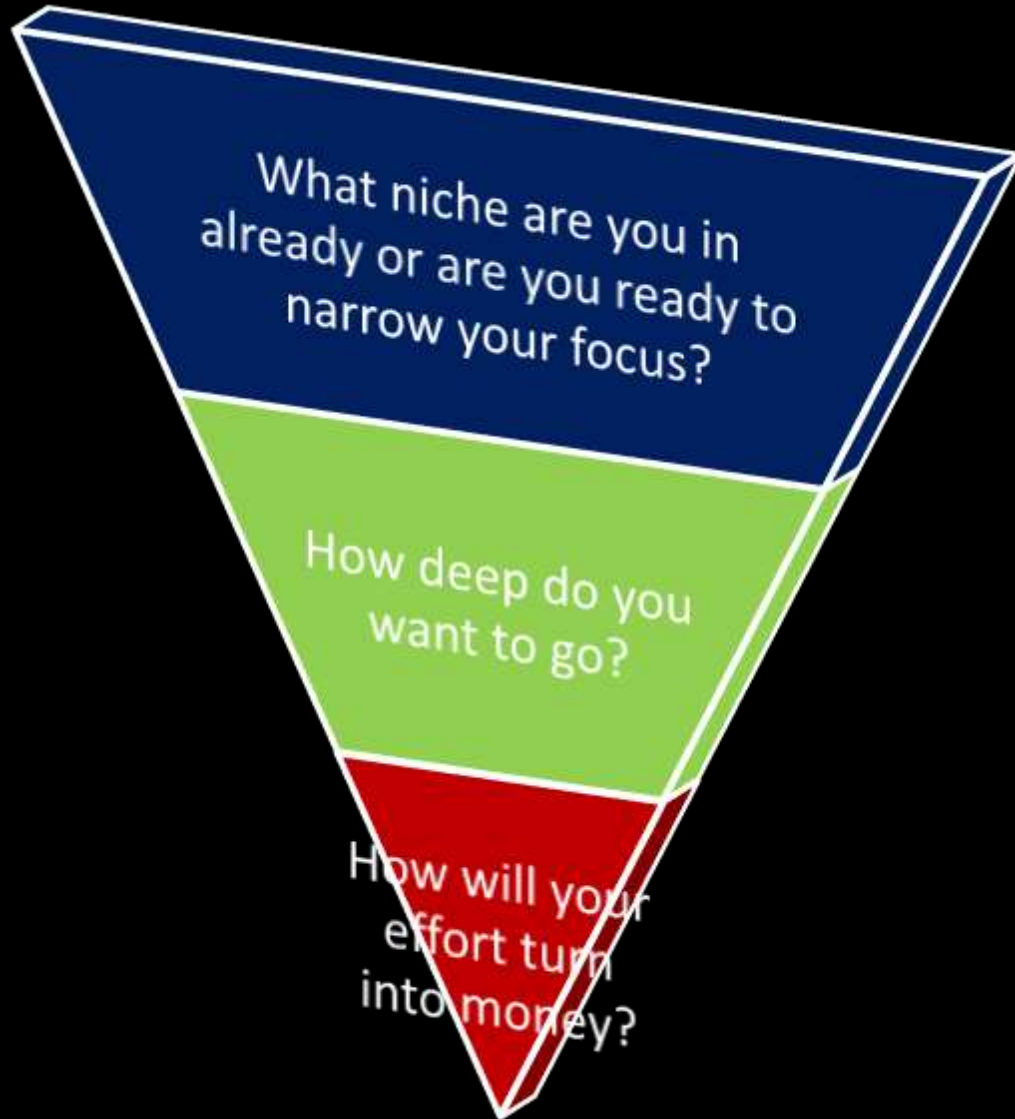
- 7 x Personal Database Email
- 2 x Meetup Email
- 1 x Live Webinar
- 1 x ZOOM

**Monthly:**

- 1 x Review

# Ed's Lesson #1







## Ed's Lesson #2

- Really put out there content that relates to your niche. E.g. I always bring mine back to being an 'Influencer'.



# Ed's Lesson #3

- You can be specific and also talk about general issues; both content will help you get know for one speciality and grow.





# Ed's Lesson #4

- Really keep learning about your niche and pride yourself on that; it makes you very hard to compete with and take down.



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# Ed's Lesson #5

- Don't be afraid of saying NO to business, or referring it if it doesn't completely fit with you.





# Ed's Lesson #6

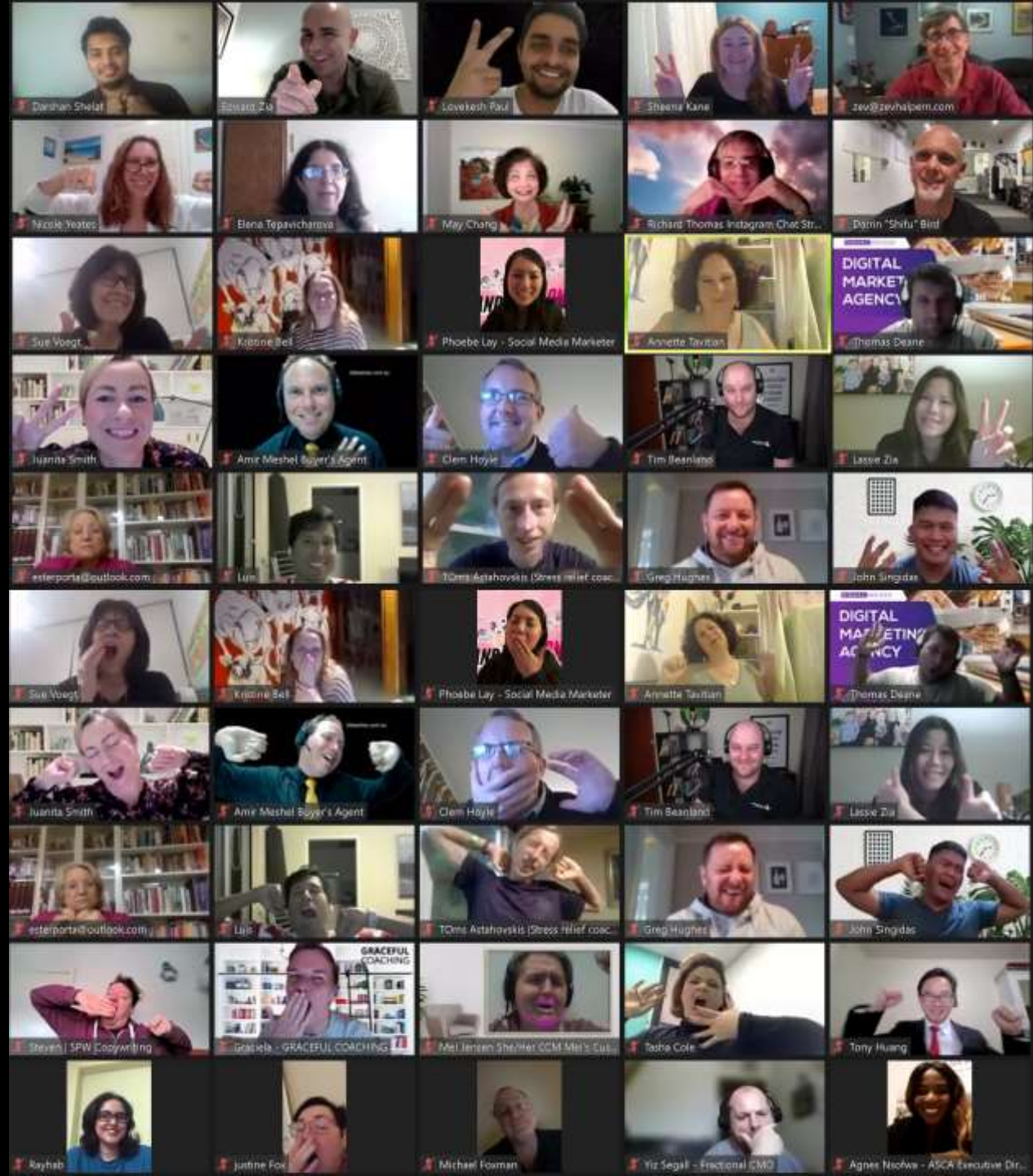
- Go hard with the content and keep it up big time.





# Ed's Lesson #7

- Go for it  
and win big  
so much.





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



# Honourable Mentions

- Don't go too tight with your niche from the start.
- You want to ease your way into it with comfort and results.





# 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 11<sup>th</sup>  
September  
2021 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 Webinar “Ed's Latest LinkedIn SECRETS” – Book at our Meetup Group 😊

