





# Ed's SECRETS to Rebooting & Rebranding YOURSELF!



# When it's not quite working out...

- You know when you're even slightly missing the mark...



- We'd love to help YOU become a Master Persuader & Influencer!
- I'm a Military Veteran, Corporate and have post Graduate's in Management, Marketing, Coaching & More.
- This includes spending at least \$300,000+ in Personal Development from Top Global Mentors and achieved Master Status (breaking 10,000+ Personal Coaching Hours).

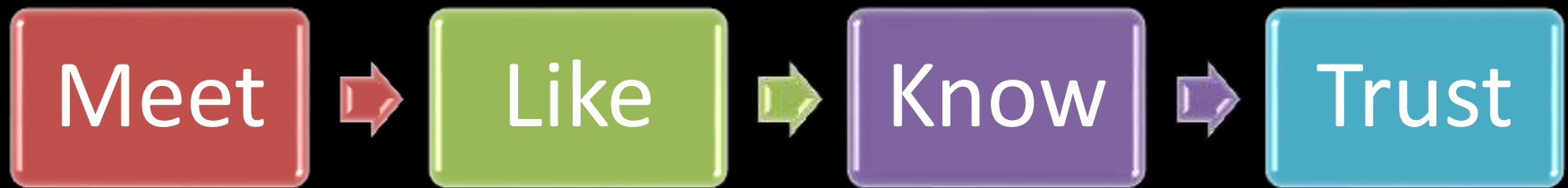


# THANK YOU to our Sponsors & Partners



teach:able

# Persuasion & Sales Process



- When you reboot, you want to really consider this process and the type of people you're after.



# Influence ATTRACTS

- Your current fans are the basis of a successful reboot.



# Your Sales & Marketing Eco-System

- This can occur HARD and FAST or be SUBTLE and MINOR.
- But make no mistake, it's powerful!



# 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



# Ed's Reading List

- Read “Failing Forward” by John Maxwell
- Digest anything “Dilbert”
- Play the Video Game Fallout New Vegas.
- Watch Dr. Steve Turley on YouTube.



# 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:**

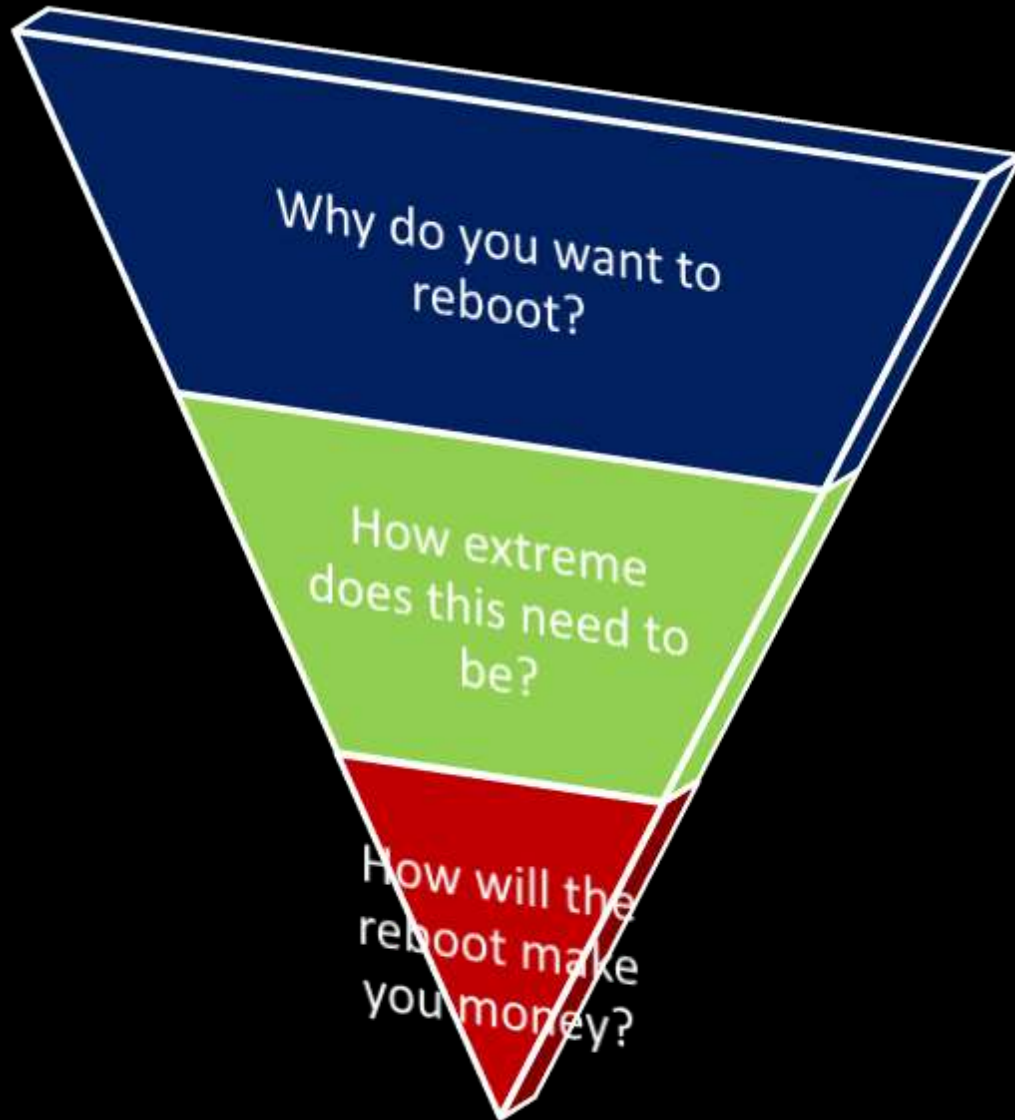
- 1 x Personal Database Email
- 1 x Meetup Email
- 1 x Live Webinar

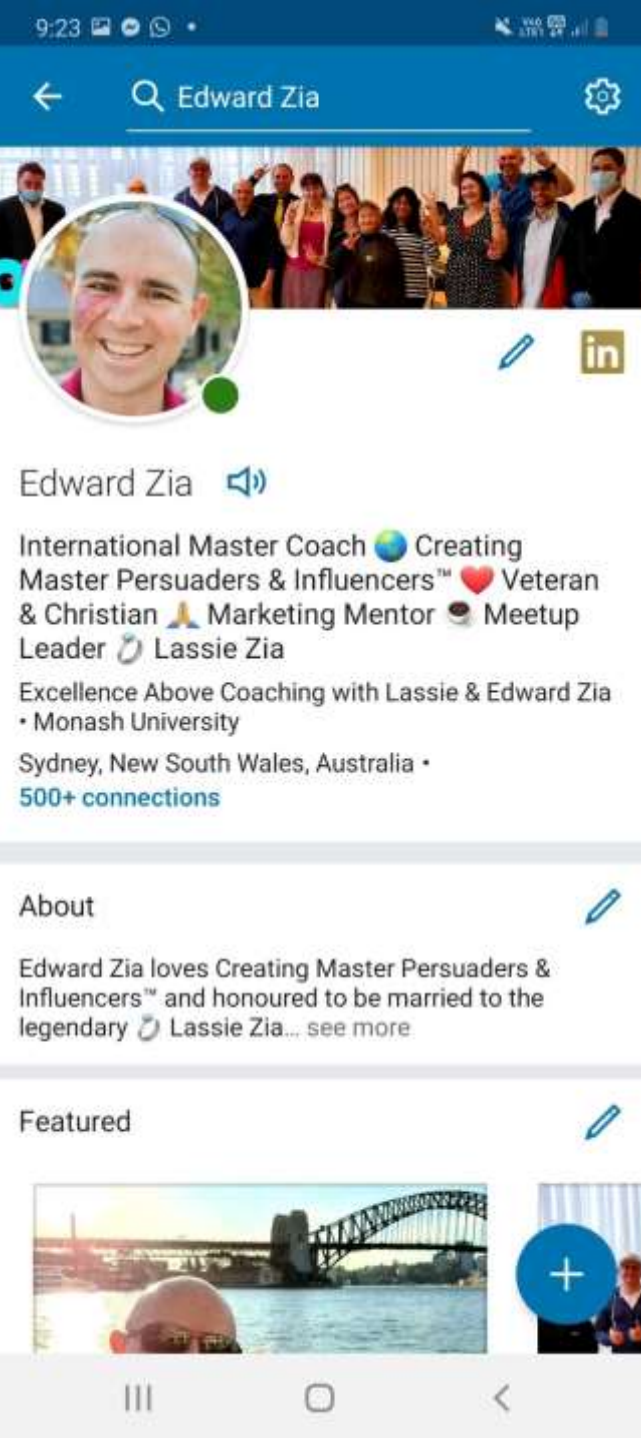
**Monthly:**

- 2 x Events
- 1 x Review

# Ed's Lesson #1





# Ed's Lesson #2

- You sometimes have to let go of things your attached too – but no longer logically work.



# Ed's Lesson #3

- Keep the best of your past and throw out what isn't working. A successful reboot builds on your successful origins with the new!



# Intermission + Shout Out



- Rare custom content, personal mentoring from yours truly, an international supportive community of winners starting at \$97 per month (Australian Dollars).
- Sign up NOW. You will so love it 😊



# Ed's Lesson #4

- You can test it out first before you go full throttle on those you trust with brains.



# Ed's Lesson #5

- Be mindful of the people who don't like your reboot; if their “undesirables” AWESOME!



# Ed's Lesson #6

- Go back to your old clients and friends after a reboot; they love it!



# Ed's Lesson #7

- Rinse and repeat! Day in and day out.



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



# Honourable Mentions

- Reboots can be visual and also very deep.
- Sometimes, the most subtle change can be the most powerful (e.g. your LinkedIn Header).



# 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 @ \$97 Australian Dollars Per Month!**



# *Special Invite #2*

## **Persuasion & Influence Mastery Workshop**

hosted @ Novotel Sydney Darling Square

- Join us Saturday 20<sup>th</sup> February 2021.
- Full day intensive.
- **\$697 + GST First Time**
- **\$597 + 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 friends 😊

- 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! (February 2021)”

