

Dragontree Business Training Modules - Syllabus

Module 1: The Root

- 1 Vision
- 2 Core Values
- 3 Purpose and Mission
- 4 Create Massive Value

Module 2: You and Your Business

- 4 The Truth About Business
- 5 Defy Industry Standards
- 6 Business Vision

Module 3: Know Your Client

- 7 Knowing your client inside and out
- 8 Create an Avatar
- 9 What Do They Really Want From You
- 10 Repel

Module 4: Branding

- 11 Your Brand Story
- 12 Invite Them To Join Your Movement
- 13 Aesthetics
- 14 Evoke a Feeling
- 15 Tone and Language
- 16 Brand Diagnosis (ADVANCED)
 - Worksheet

Module 5: Your Website

- 17 Website Overview
- 18 Website Logistics
- 19 Landing Page

Module 6: Getting Clients

- 20 Prolific, Amazing, Relevant Content
- 21 Building Communities & Connections
- 22 Relationship Building

Module 7: Marketing

- 23 Loving Marketing

- 24 Marketing Message
- 25 Before, During, and After Marketing
- 26 Platforms for Marketing
- 27 Social Media
- 28 Creating a Marketing and Editorial Calendar
- 29 Build Your Email List
- 30 Email Marketing

Module 8: Funnel Fun (ADVANCED)

- 31 What & Why of Marketing Funnels
- 32 Working Backward
- 33 Tripwire
- 34 Lead Magnet
- 35 Thank You Page
- 36 Ascension

Module 9: Advertising

- 37 Facebook (ADVANCED)
- 38 Google Ads (ADVANCED)
- 39 Print & Radio (ADVANCED)
- 40 Retargeting (ADVANCED)

Module 10: Sales

- 41 ~~Selling~~ Inviting
- 42 Invitation Letters
- 43 Physical Products (ADVANCED)
- 44 Retail That You Believe In (ADVANCED)

Module 11: Client Retention

- 45 Make Them Love You
- 46 Get Them Coming Back

Module 12: Loving Your Client

- 47 Go Above & Beyond
- 48 Real Empathy (ADV)
- 49 Fix It (ADV)

Module 13: Making Money

- 50 Money Logistics
- 51 Offerings
- 52 Pricing

Module 14: Increasing Revenue (ADVANCED)

53 Simplifying Offerings and Raising Prices (ADVANCED)

Module 15: Nitty Gritty Business Basics

54 Naming Your Business

55 Your Business Entity

56 Getting Set Up

57 Professionals to Know and Love

58 Register Your Business

59 Know the Laws

Module 16: Structure & Procedures (ADVANCED)

60 Your Structure Now & In the Future (ADVANCED)

Module 17: Essential Numbers

61 Start Up Costs

-Excel worksheet

62 Numbers Are Vital

63 Income & Expenses

Module 18: Accelerate

64 Your Mindset

65 Receiving

66 Expand (ADV)