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)