

# 20 UP MARKETING

The 2015 “20 Up”  
Marketing Course  
Workbook

**Welcome Packet**

[www.fashionbrainacademy.com](http://www.fashionbrainacademy.com)

# Welcome!

You chose this class for a reason. Let's rock it!

"If you are interested you will do what is convenient. If you are committed you will do whatever it takes."  
- John Assaraf

## Private Facebook Group Forum

We have a Private Facebook Group for this course. If you haven't already joined the group, please do so now. Then you can introduce yourself to the other entrepreneurs and get involved.

Click here: <https://www.facebook.com/groups/585864508126072/>

I strongly recommend that you USE THE GROUP forum to get support, get feedback, and stay accountable. You can learn a lot from what others post as well as what you post yourself.

The Group is a great opportunity for the following:

- collaboration
- camaraderie
- healthy competition
- accountability
- real-time feedback from peers

Also note that it is a "closed" group, which means that others can see who is in the group but cannot read any of the posts. I want this to be a "safe" place where you can share and connect with other entrepreneurs on the same path as you.

## The Schedule

Training modules are pre-recorded and are available immediately (60 – 75 minutes). LIVE Group Coaching and Q & A Calls are on Thursdays at 2 pm EST (1:00pm Central, 11:00am Pacific):

- Thursday, May 28, Live Call at 2 pm Eastern
- Thursday, June 4, Live Call at 2 pm Eastern
- Thursday, June 11, Live Call at 2 pm Eastern
- Thursday, June 18, Live Call at 2 pm Eastern
- Thursday, June 25, Live Call at 2 pm Eastern
- Wednesday, July 1, Live Call at 2 pm Eastern <<< this is on WED due to U.S. Holiday

## Overview of the Steps:

- Step One – The Who
- Step Two – Your Message (and Business Assessment)
- Step Three – Get Found
- Step Four – Connect
- Step Five – Convert
- Step Six – ATT, Analyze, Tweak, and Test

## The 6 Step Process



**You can watch the training modules on your own time.** All Steps are pre-recorded and we recommend you watch them before the week's Coaching Call.

**Coaching / Q&A Calls are Live.** This is your chance to ask me all your questions and listen to others' questions. You will get recordings of all calls so you do not need to attend live. You can also send your questions before the call.

**If you cannot attend a Call live,** you can post your question on our Private Facebook Page. I will do my best to answer all your questions during the Call and you will get the recording the next day.

If you email a question, please do not expect an answer emailed back to you. The best way to get answers is to ask LIVE during the Call. The 2<sup>nd</sup> best way is to post it on our Private Facebook Page. All questions will be answered live during our Group Coaching calls.

### **The Workbook**

Each Step comes with a training module in the form of a video as well as a Workbook and any appropriate interactive docs (excel files, etc.). I recommend you print the Workbook out each week (ideally on 3 whole punch paper) and keep everything in a nice binder. This way you can take notes and do your "homework" while you watch the Training Steps Videos. Feel free to stop and start the videos so you can take time to fill out your worksheets.

### **Less is More**

My goal with "20 Up" is to give you exactly what you need to boost your sales by 20% (or more) and not overwhelm you with information. I plan to deliver what you need to know to succeed – with an eye on NOT over-doing it.

### **The 'Challenge"**

Up for a challenge? The person who IMPLEMENTS the most (not necessarily the one who sells the most) will win a spot in my next Momentum Group (a \$400 value). This is a 90 day program to help you stay on track, grow your business, get answers to your questions, stay motivated, sell more and most importantly HAVE A HAPPY LIFE!

### **The Key to Good Results**

The key to getting results very, very quickly is to IMPLEMENT. Take fast action on what you learn in this course – imperfect action – and don't overthink things. Trust the process. Know that you will test something, make mistakes, tweak, and test again.

I have been working with entrepreneurs for years and I KNOW the ones who will see the most success are the ones who DO THE WORK. I sometimes hear from designers, "How can I guarantee this course will work for me?" The truth is I cannot guarantee anything because I don't know if you are willing to do the work. I don't know if you are willing to fail in order to

succeed. I DO know that the entrepreneurs who persevere and keep going are the ones who succeed. If you are ready and willing to do the work, you can't lose!

**And Remember...**

**Perfect is good but done is better.** Take IMPERFECT action every single day.

**Let's Dive in**

Head on over to Step One: WHO. It's great to have you in the course!

Sincerely,

*Jane*

[www.fashionbrainacademy.com](http://www.fashionbrainacademy.com)

P.S. Questions? Email Julie or Elizabeth from my team at [brain@fashionbrainacademy.com](mailto:brain@fashionbrainacademy.com)