

— WORKSHOP AGENDA —

DAY 1: Friday June 28th

MORNING

- 8:30 - 9:00 am** **Breakfast & Coffee** (*Meet & Greet Fellow Attendees*)
- 9:00 - 9:30 am** **Introduction**, then **Review of “Magic Messages”** (the 120 word messages you completed prior to the workshop per guidance in the pre-event webinar)
- 9:30 - 10:00 am** **Improving “Magic Messages”** (hands-on editing, refinement)
- 10:00 - Noon** **Lead Magnet Development** (crafting a one or two page PDF that your ideal prospect will want to get, and be willing to trade their email address for)
- Noon - 1:30** **Lunch** (*provided on site*) - AND **General Marketing Discussions** (*plus work on your Lead Magnet if you need extra time*)

AFTERNOON

- 1:30 - 2:00 pm** **Email Sequences Overview** (*how automated email autoresponders work as follow up after person downloads or is sent a copy of your Lead Magnet*)
- 2:00 - 4:00 pm** **Email Sequence Development** (*crafting two to three emails that will be delivered to prospects and cause them to start liking and trusting you more*)
- 4:00 - 5:00 pm** **DAY 1 RECAP** (*ask questions, clarify big takeaways, receive homework assignment for Day 2*)
- 5:00 - 5:45 pm** **Cocktails & Hors D’Oeuvres** (onsite: socialize with fellow attendees and with Megan, Ernie & Donna)
- 6:00 pm - 7:30 pm** **Complimentary Dinner** at nearby restaurant: *Franky & Johnny’s* (*casual attire; very low-key atmosphere; mostly seafood dishes but meat & vegetarian options available as well*)

DAY 2: Saturday June 29th

MORNING

- 8:30 - 9:00 am** **Breakfast & Coffee** (*Socialize with fellow attendees*)
- 9:00 - 9:30 am** **Overview of Referral Marketing** (*discussion of how to better market by harnessing relationships with people that already know, like and trust you*)
- 9:30 - Noon** **Referral Marketing Workshop** (*how to use the assets you've created at the workshop to market using your existing referral sources*)
- Noon - 1:30** **Lunch** (*provided on site*) - AND **General Marketing Discussions** (*plus work on your marketing assets*)

AFTERNOON

- 1:30 - 2:00 pm** **Implementation Guidance** (*tying everything together so that your marketing is more cohesive, more powerful, and more effective in attracting more of your ideal clients*)
- 2:00 - 5:00 pm** **Wrap Up Guidance** (*Ernie & Megan will answer questions, and provide additional guidance as needed*)

WHAT YOU WILL LEAVE WITH

1. A **120 word "magic message"** to use in your bio in articles, blog posts, speaking appearances, social media profile, and even your business cards.
2. A **PDF Lead Magnet** (*i.e. ideal client lead generator*). And within 7 to 10 days after you leave, you'll get a final copy of the exquisitely designed version.
3. A **series of short, highly-persuasive emails** that cause strangers to like you and trust you before they even meet you or talk to you in person.
4. A **powerful referral marketing system** that you can use with existing friends, colleagues, and acquaintances.
5. **Personalized implementation guidance** from Megan and Ernie
6. A few **SURPRISES** that you'll learn about at the workshop.