



LEVEL UP TOPICS & MODULES

LAST UPDATED 21
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SUBJECTS	MODULES
ADVANCED PROJECT MANAGEMENT	<ol style="list-style-type: none"> 1. Organizational and strategic management issues 2. Human aspects of project management 3. Project planning and benefits realization 4. The role of partnerships in project management
AFFILIATE MARKETING AND SUCCESS SYSTEMS	<ol style="list-style-type: none"> 1. Earning money with niche affiliate marketing 2. Revenue generation through affiliate programs 3. How to create a product and make your own automated income website? 4. Successfully automate your income online 5. The three most important affiliate marketing tips that affiliate marketers should know about 6. Affiliate marketing 101 7. Tips to choose the right affiliate program 8. Proven strategies 9. Generating revenue with affiliate marketing programs 10. Making an automated income stream work for you 11. How to build an automated income system 12. Can you become wealthy with affiliate marketing? 13. The truth about affiliate marketing earnings 14. Using your website to promote affiliates and make money 15. How to select the right affiliate program for success 16. Methods to automate your income stream 17. What is an automated income stream, and does it work? 18. Why affiliate programs are a good source of income 19. 4 key areas to making money from affiliate programs 20. Why do some affiliates make so much more than others? 21. Common affiliate mistakes 22. Choosing your niche 23. Should I join lots of affiliate programs or a select few? 24. How to get the highest possible commission rates? 25. Pay per lead programs: get paid without making a sale 26. Running pay per click ads: get paid for sending visitors to a websites 27. Residual income: get paid for the same sale over and over again 28. Domains and affiliate marketing 29. Choosing domains 30. A word about SEO 31. Pay per click strategies 32. Choosing pay-per-click networks 33. Content sites and affiliate marketing



	<ul style="list-style-type: none"> 34. Getting fellow webmasters to help promote your site 35. Blogs and affiliate marketing 36. Promoting affiliate products on a blog 37. Podcasting 38. Marketing with videos 39. Email marketing 40. List building 41. Selling to your list 42. Affiliate marketing and the social networks: a brief overview 43. Using affiliate data feeds 44. Using calls to action 45. You get what you put in
<p>AN ENCYCLOPEDIA OF MARKETABLE WORDS</p>	<ul style="list-style-type: none"> 1. Marketable words-the core files 2. Opening essentials 3. The bullet point files 4. Handling objections 5. Conversion boosters 6. Powerful closers 7. Article templates
<p>ANALYTICAL DECISION-MAKING</p>	<ul style="list-style-type: none"> 1. Role of analytics in business decision-making 2. Business information management 3. Analytics in practice 4. Option development



<p>ARTICLE MARKETING TIPS AND TRICKS</p>	<ol style="list-style-type: none"> 1. Introduction to article marketing 2. What is article marketing? 3. What is viral marketing? 4. How viral marketing works? 5. Scope and importance of viral marketing 6. How to develop effective article marketing strategy 7. What is a successful article? 8. How to create effective article content? 9. Tactics to generate web traffic 10. Tips to boost seo ranking 11. Creating back links and its significance 12. Promoting article marketing through rss feeds 13. Tips to develop a compelling author's resource box 14. Article submission tips to generate maximum exposure related websites 15. Taking advantage of article directories 16. Article marketing automation 17. Benefits of article marketing 18. Business promotional strategies through article marketing 19. Measuring effectiveness of article marketing campaign 20. Do's and don'ts of article marketing 21. Article marketing vs article writing
<p>ASSERTIVENESS</p>	<ol style="list-style-type: none"> 1. The myths 2. Confrontational vs assertiveness 1. Developing an attitude of assertiveness
<p>AWARD IN SETTING UP YOUR OWN BUSINESS</p>	<ol style="list-style-type: none"> 1. Self-employment as a career choice 2. The business proposition 3. Personal success and survival in self-employment 4. Business finance and record-keeping
<p>AWEBER MARKETING TIPS</p>	<ol style="list-style-type: none"> 1. What is an email list? 2. How do you get subscribers? 3. Why build an email list? 4. Why use Aweber for email marketing? 5. Html or text messages or both? 6. How to set up your list & opt-in form in Aweber 7. How to set up an autoresponder in Aweber 8. How to send a broadcast in Aweber 9. How to set up a blog broadcast in Aweber 10. Finding targeted and interested subscribers 11. The rules & laws around collecting email addresses 12. Email marketing statistics 13. Show me the money - how to make money with your email list



<p>BOOSTING YOUR NETWORK MARKETING CASH FLOW</p>	<ol style="list-style-type: none"> 1. Branding 2. Graphics 3. Sales copy tweaks 4. Maximizing niche market profits 5. Use video 6. Never stop testing
<p>BUDGETING FOR OPERATIONS</p>	<ol style="list-style-type: none"> 1. Definition or purpose of an operating budget 2. Signs of budget ineffectiveness 3. Improvements to the budgeting system 4. Responsibility accounting 5. Developing responsibility centers 6. Establishing costs 7. Fixed costs
<p>BUILDING NETWORK MARKETING RELATIONSHIPS WITH E-MAIL MARKETING</p>	<ol style="list-style-type: none"> 1. Building relationships 2. Developing the competitive edge 3. Tips on building rapport with your subscriber 4. Credibility 5. Increase your opt-in rates 6. Common mistakes
<p>BUILDING YOUR ONLINE BUSINESS</p>	<ol style="list-style-type: none"> 1. The web 2.0 2. The e-book 3. The squeeze page 4. Using free publishing sites 5. Using video 6. Using social networking 7. Using blogs to market your product 8. Using bookmarks 9. What is SEO? 10. Newsletters 11. Auto responders 12. Forums and chatting 13. Keeping the momentum going 14. Using your website
<p>BUSINESS ETHICS AND SUSTAINABILITY</p>	<ol style="list-style-type: none"> 1. Theoretical perspectives on business ethics 2. Corporate social responsibility (CSR) principles 3. Corporate social responsibility (CSR) reporting 4. Sustainability: principles and practice
<p>BUSINESS INFORMATION SYSTEMS</p>	<ol style="list-style-type: none"> 1. Balance sheets, income statements & budgets 2. Flat database for customer data & inventor control 3. Corporate reports and data compilation 4. Financial charts and diagrams 5. Corporate websites 6. Email & business communications 7. A community of practice



	<ol style="list-style-type: none"> 8. Synchronous tools 9. Audio, video & web conferencing 10. Cloud, antivirus, file sharing
BUSINESS LAW	<ol style="list-style-type: none"> 1. Legal frameworks 2. Legal entities in line with national guidelines 3. Foundational ideas of business and business and law 4. Business law 5. Employment and legal aspects 6. Contract law, recruitment & contracting 7. Law of sale, lease of law and law of agency
BUSINESS PLAN DEVELOPMENT	<ol style="list-style-type: none"> 1. Creating a new business from the ground-up 2. Competitor analysis 3. Customer profile 4. Business planning
BUSINESS PROFESSIONAL ESSENTIALS	<ol style="list-style-type: none"> 1. The nature of business 2. Key processes and resources in business 3. Demonstrating your employability 4. The skills needed for successfully working in business
BUSINESS STRATEGY AND DECISION-MAKING	<ol style="list-style-type: none"> 1. Concepts and approaches to strategy 2. Assessing capability 3. Strategic options 5. Strategic decision-making
BUYER AND CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. The major influences on consumer choice 2. The principles of purchase decision-making 3. The value of research in providing insights into buying behaviour 4. How consumer behaviour theories influence the marketing mix
CHRISTMAS INTERNET MARKETING	<ol style="list-style-type: none"> 1. Choosing the best products to sell and promote 2. Evergreen products 3. Self-help products 4. Information products 5. Decadent, spur-of-the-moment, and sentimental products 6. Killer research system 7. Choose 20 top-selling toys to sell 8. The power of PLR articles 9. Free and almost-free promotion 10. Ebay and Amazon affiliate sites 11. Pre-holiday countdown task schedule 12. Inspiration 13. More money-making ideas 14. Strategy for free promotion



CMS INTRODUCTION	<ol style="list-style-type: none"> 1. CMS basics 2. The benefits of CMS web design 3. Setting up your CMS site 4. CMS and SEO 5. CMS and social branding 6. Integrating analytics 7. Integrating e-mails
CONFIDENCE BUILDING	<ol style="list-style-type: none"> 1. Taking stock 2. Where's the lack 3. Step into your power
CONFIDENT PROSPECTING	<ol style="list-style-type: none"> 1. Why do we need to improve? 2. Conversation techniques 3. Getting the whole picture 4. Getting people to act 5. About your target market
CONTEMPORARY DEVELOPMENTS IN GLOBAL HRM	<ol style="list-style-type: none"> 1. The concept of globalization 2. International strategy and organizational structure 3. Challenges involved in managing an international hr function 4. The process of integrating cross-cultural teams 5. Existing and emerging models of hrm within a global context
CORPORATE FINANCE	<ol style="list-style-type: none"> 1. The importance of capital structure 2. Sources of finance 3. The cost of capital 4. Advanced investment appraisal 6. Contemporary issues in corporate finance
CPA INTRODUCTION	<ol style="list-style-type: none"> 1. Google – the why & where-to 2. What is CPA advertising? 3. How CPA works 4. CPA & affiliate marketing 5. Who does CPA pay? 6. Commission for sales 7. Generating targeted leads 8. Why use CPA? 9. Big names advertise using CPA 10. Creating your relationship 11. What is working best? 12. It's not click fraud, but 13. Your first CPA campaign 14. Making money from CPA 15. Setting up methods
DEVELOPING INTERNATIONAL MARKETS	<ol style="list-style-type: none"> 1. Key characteristics of the globalized business environment 2. Strategic international marketing opportunities 3. Alternative market entry methods and the formulation 5. Marketing strategies in different cross-cultural settings



<p>DIGITAL MARKETING</p>	<ol style="list-style-type: none"> 1. What is digital marketing? 2. How has digital marketing evolved 3. Definition of digital marketing 4. Traditional vs digital 5. Benefits of traditional marketing 6. The downside to traditional marketing 7. Benefits of digital marketing 8. How can organizations use both digital & traditional marketing? 9. Digital marketing approaches 10. Implications of the 4Ps of marketing for digital 11. Segmentation strategies for digital 12. Digital marketing platforms
<p>DIGITAL MARKETING ESSENTIALS FOR SMALL BUSINESSES</p>	<ol style="list-style-type: none"> 1. Introduction to the digital world for small businesses 2. How to create infrastructure for digital and online tools 3. Using digital and online tools to communicate and generate revenues 4. How to develop and maintain an online presence 1. Creating a digital marketing plan for a small business
<p>DIGITAL MARKETING STRATEGY</p>	<ol style="list-style-type: none"> 2. The significance of digital marketing and innovation 3. The changing nature of the digital customer 4. Opportunities for digital innovation 5. Big data and contemporary developments 6. Implementing the digital marketing strategy
<p>DYNAMIC AND COLLABORATIVE TEAMS</p>	<ol style="list-style-type: none"> 1. The nature of teams within modern organisations 2. The principles and benefits of effective team working 3. The principles of effective team management 4. Why team working can become dysfunctional 5. Your own team working skills and traits
<p>DYNAMIC BUSINESS ENVIRONMENTS</p>	<ol style="list-style-type: none"> 1. Understanding the role of economics 2. Analyzing external environments 3. Analyzing internal environments 4. Analyzing competitive environments
<p>E-BOOK ENTREPRENEUR</p>	<ol style="list-style-type: none"> 1. E-book basics 2. Decide how your book will be used 3. Decide on formats 4. Choose a relevant topic 5. Put your e-book together 6. Arrange the ads in your e-book 7. Decide what extras to include in your e-book package 8. Market your e-book 9. Launch your product



<p>EMAIL LISTS PROMOTION TACTICS</p>	<ol style="list-style-type: none"> 1. Introduction to online marketing using email lists as a marketing tool 2. Using an auto-responder service to build your email list 3. Top tips to make the most out of email marketing 4. Using a blog and website to promote your business 5. The power of a blog 6. Use your blog to share personal thoughts 7. Use your blog to entertain 8. Use your blog to share valuable tips & techniques 9. Do and don'ts when blogging 10. Social media marketing 11. LinkedIn 12. Facebook 13. Twitter 14. Search engine optimization 15. Why and how you should use video marketing 16. What to put in your video?
<p>EMAIL MARKETING INTRODUCTION</p>	<ol style="list-style-type: none"> 1. Email marketing basics for internet marketing 2. Keep it relevant, short and sweet 3. Write with personality 4. Using teasers and your links 5. Using the best frequency for marketing mail 6. Keep your e-mail out of the trash 7. Be tuned into your subscribers needs
<p>EMAIL MARKETING TIPS AND TRICKS</p>	<ol style="list-style-type: none"> 1. How email marketing can grow your business 2. Types of emails you need to use 3. Making your email marketing campaign effective 4. To buy or build a list for email marketing 5. How to create tracking URLs for your email marketing? 6. Is your content working in your email marketing? 7. Creating an effective email subject line 8. Top tips to help you boost your email subscribers 9. How to get your email marketing read? 10. Optimize the delivery of your email marketing4 tools to optimize your mobile email marketing campaign 11. Successful email marketing 12. How to optimize your mobile email marketing? 13. What should you test in your email campaign? 14. The email marketing report card - do you pass? 15. How to create new content for your email campaign 16. Do you know the best ways to promote your email newsletter? 17. Creating email marketing that subscribers read 18. Email marketing tips for your business 19. The most common email marketing mistakes



E-MARKETING WEBSITE PROFITS	<ol style="list-style-type: none"> 1. Introduction 2. Getting your product together 3. Creating your website 4. How to promote your website 5. Offline promoting 6. Making your website work for you 7. Using testimonials guarantee 8. Ways to collect revenue 9. Marketing through e-book sites 10. Keep it moving
EMPLOYABILITY SKILLS – MAKING THE MOVE TO WORK	<ol style="list-style-type: none"> 1. What employers are looking for in prospective employees 2. What you have to offer 3. Presenting what you have to offer
EMPLOYABILITY AND SELF-DEVELOPMENT	<ol style="list-style-type: none"> 1. Concept of employability 2. Assessing your own skillset 3. Demonstrating your employability 4. Establishing yourself in a new role 5. Creating a personal development plan
EMPLOYEE ENGAGEMENT	<ol style="list-style-type: none"> 1. Understanding employee engagement 2. The impact of employee engagement on the employee 3. Employee engagement and reward 4. The impact of engagement on the organisation 5. Developing employee engagement strategies
ENTERPRISING ORGANISATIONS	<ol style="list-style-type: none"> 1. The principles of business 2. Introduction to organizational structures 3. The difference between strategic and operational management 4. The role of organizational infrastructure
ESSENTIAL INTERNET MARKETING	<ol style="list-style-type: none"> 1. Essentials you'll need before you start 2. Building your first mailing list 3. Starting your first blog 4. Creating your first product – fast 5. Creating your first membership site 6. Traffic generation
EXPERT INTERVIEWS FOR EXTRA WEBSITE TRAFFIC	<ol style="list-style-type: none"> 1. Expert interview intro 2. The benefits of expert interviews 3. How to use expert interview correctly? 4. Making money with expert interviews 5. Writing a book with expert interviews 6. What to avoid
FACEBOOK MARKETING EXTREME	<ol style="list-style-type: none"> 1. The free traffic power of Facebook 2. Facebook social ads exposed 3. Getting down to business 4. Maximize your Facebook exposure



	<ol style="list-style-type: none"> 5. The pitfalls of Facebook ads
FACEBOOK MARKETING MANIA	<ol style="list-style-type: none"> 1. Introduction to Facebook 2. Basics of Facebook marketing 3. Building your online presence using 4. Fan pages 5. Getting opt ins using Facebook 6. Viral power 7. Integrating Facebook with other websites 8. Facebook advertising 9. Facebook marketing mistakes to avoid
FINANCE FOR MANAGERS	<ol style="list-style-type: none"> 1. The world of accounting 2. Financial statement interpretation 3. Cash flow and budget preparation 4. Costing and pricing methods
FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. The objectives of financial management 2. Organizational activities, processes and performance 3. Risk and financial management 4. Sources of finance 5. Investment appraisal
HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. The concept of HRM 2. The application of human resource management in the workplace 3. Procedures and practices involved in HRM Factors that influence the employment relationship
IMPOSTOR SYNDROME	<ol style="list-style-type: none"> 1. What is impostor syndrome? 2. Who does it affect? 3. How does it manifest 4. Techniques to step into yourself 5. Banish the impostor
INNOVATION AND BUSINESS PERFORMANCE	<ol style="list-style-type: none"> 1. Measuring business performance 2. Adopting innovation 3. Assessing the information requirements Managing risk in innovation
INTEGRATED MARKETING COMMUNICATIONS	<ol style="list-style-type: none"> 1. Concepts and principles of integrated marketing communications 2. The components of the IMC mix, their role and purpose in the marketing strategy 3. The role of IMC in building, positioning and differentiating brands 4. Managing, measuring and reporting IMC campaigns



	<ol style="list-style-type: none"> 4. Implementing a fully integrated marketing communications campaign for an organization
INTEGRATION MARKETING	<ol style="list-style-type: none"> 1. How integration marketing can increase your profits faster & easier 2. Integration internet marketing strategy 3. Clever integration marketing tactics
INTERNATIONAL BUSINESS ECONOMICS AND MARKETS	<ol style="list-style-type: none"> 1. Economic principles 2. International markets 3. International trading blocs 4. International finance
INTERNET BUSINESS MODELS	<ol style="list-style-type: none"> 1. Launch model 2. Advertising models: solo ads 3. E-commerce profits 4. High ticket programs
INTERNET MARKETER SKILLS	<ol style="list-style-type: none"> 1. Recognize your power 2. Winning sales 3. Dazzle them 4. Great marketing 5. Training
INTERNET MARKETING A TO Z	<ol style="list-style-type: none"> 1. What is internet marketing 2. Poised for changes 3. Internet marketing driving force 4. The power of social networking 5. Acquiring and retaining business 6. Old methods that still work
INTERNET MARKETING FOR NEWBIES	<ol style="list-style-type: none"> 1. Internet marketing and reputation management 2. Know your buying cycles 3. Professional appearance 4. Basics of link building 5. Importance of landing pages 6. Internet marketing and online customer service 7. Affiliate programs 8. Google analytics 9. Online press releases 10. Getting traffic from twitter 11. Importance of testing e-mail messages 12. Viral marketing 13. E-mail marketing 14. Images and video 15. Internet marketing on Facebook 16. What is search engine optimization? 17. Understanding search results 18. Customer testimonials 19. Internet marketing timelines



	<ul style="list-style-type: none"> 20. How to test a landing page 21. Web writing 22. Internet marketing and the use of humor 23. Coupon codes 24. Measuring success
INTERNET MARKETING KICKSTART	<ul style="list-style-type: none"> 1. The mindset of a successful internet marketer 2. The obstacles that successful internet marketers need to overcome 3. A sample system for successful internet marketing 4. Tips to help get you started
INTERNET MARKETING MECHANICS	<ul style="list-style-type: none"> 1. What is internet marketing? 2. What is affiliate marketing? 3. How do people make money online? 4. What do people sell online? 5. What are information products? 6. What is the best way to get started? 7. Make money on Ebay 8. Taking payments 9. What is drop shipping? 10. What is web hosting? 11. What is a domain name? 12. What is an autoresponder service? 13. What is a sales letter? 14. What is a squeeze page/opt-in page? 15. How do I know what people are searching for? 16. What is SEO? 17. What is traffic 18. What are some traffic methods? 19. What is list building 20. What is blogging? 21. What is article marketing 22. What is copywriting 23. What is social media and how can I leverage it 24. What is the difference between advertising and promotion?
INTERNET MARKETING PITFALLS	<ul style="list-style-type: none"> 1. Do you really know what internet marketing is 2. Marketing cars to blind people 3. Lead generation 4. Cashflow 5. The credibility factor 6. Do not get hung up on motivation 7. The importance of duplication 8. You must grow 9. Procrastinating 10. How to avoid the pitfalls?



<p>INTERNET MARKETING STARTER GUIDE</p>	<ol style="list-style-type: none"> 1. Internet marketing 2. Internet marketing skills 3. Putting it all together -various online money-making systems
<p>INTERNET MARKETING SURVIVAL GUIDE</p>	<ol style="list-style-type: none"> 1. The biggest mistakes 2. How do you see your business? 3. What is your business plan? 4. Creating and establishing your plan 5. Your road to success 6. Taking it further 7. A broad outlook 8. Do not be afraid to get help 9. Take a good look 10. Forums and products 11. The next steps moving forward 12. Ramping it up
<p>INTRODUCTION TO BOOKKEEPING</p>	<ol style="list-style-type: none"> 1. Nature of accounting 2. Basic books of accounts 3. Double entry and single-entry bookkeeping 4. The trial balance 5. The balance sheet 6. Trading, profit and loss statements 7. Depreciation 8. Payroll accounting 9. Petty cash 10. Bank reconciliation
<p>INTRODUCTION TO ENTREPRENEURSHIP</p>	<ol style="list-style-type: none"> 1. Entrepreneurship 2. From ideas to a sustainable business 3. New business ventures 4. The business planning process 5. Marketing, technology, legal and ethical considerations of entrepreneurs
<p>INTRODUCTION TO ENTREPRENEURSHIP</p>	<ol style="list-style-type: none"> 1. Entrepreneurship and innovation 2. Building a successful business 3. Developing an innovative enterprise 4. Creating and pitching a business plan
<p>INTRODUCTION TO MARKETING</p>	<ol style="list-style-type: none"> 1. What is marketing 2. Product marketing 3. Services marketing 4. A customer drive market strategy 5. Strategic planning and marketing 6. Marketing strategies and marketing mix 7. The marketing environment 8. Consumers & buying behavior



	<ol style="list-style-type: none"> 9. Marketing strategies 10. The four P's of marketing 11. Communications and promotion
INTRODUCTION TO QUANTITATIVE METHODS	<ol style="list-style-type: none"> 1. Numeracy for business 2. Algebraic methods 3. Business statistics 4. Statistical tools and data analysis
INTRODUCTION TO SUSTAINABLE DEVELOPMENT IN BUSINESS	<ol style="list-style-type: none"> 1. Overview of sustainable development goals 2. Inter-relationships between sustainable development goals 3. Challenges and complexities of sdgs 4. Business opportunities 5. Developing a corporate sustainable strategy 6. Sustainability balanced scorecard 7. Adopting a sustainable development model 8. Economic growth and sustainability 9. Sustainable production and consumption 10. Trends in sustainable consumption and production 11. Lean and green thinking
KEYWORD RESEARCH	<ol style="list-style-type: none"> 1. Why is keyword research important? 2. Starting big, and digging down 3. Long tail keywords 4. Starting from scratch 5. Finding your niche market 6. Uncovering your niche ideas 7. Testing those ideas 8. Continuing the niche search 9. Will this keyword make money? 10. Analyzing the competition 11. Using free tools 12. No free lunch! 13. Time or money? 14. Adsenseadwords.com 15. Word tracker 16. Niche bot 17. Keyword analyzer 18. Spyfu.com 19. You know your business
LEADING STRATEGIC CHANGE	<ol style="list-style-type: none"> 1. Strategic leadership principles 2. The drivers and impact of change 3. Planning and implementing change 4. Leading strategic change



<p>LEARNING ABOUT SMALL BUSINESS</p>	<ol style="list-style-type: none"> 1. Skills 2. What you need to know 3. Pricing 4. The market 5. Money 6. Banking 7. Bookkeeping 8. Communicating with people 9. Organizing yourself 10. Rules and regulations 11. A business plans 12. Budgeting
<p>LIST BUILDING FROM SCRATCH</p>	<ol style="list-style-type: none"> 1. Your list = your asset 2. Purchase a domain and get hosting 3. Create a marketable website 4. Setup an auto-responder account 5. Summary 6. What is a squeeze page? 7. Making your squeeze page convert 8. Final note on squeeze pages 9. Enhance your squeeze page – give stuff away for free 10. Create a report and give it away for free 11. Other things you can give away 12. Create and give away video content 13. Give away free software 14. Other strategies 15. Summary – give stuff away 16. How to create a killer opt-in page? 17. Maximizing your opt-in pages for maximum results 18. Creating a strong headline 19. Critical elements – summary 20. How to build a list of thousands? 21. Getting subscribers 22. How to milk your list for everything it is worth? 23. Monetizing your list 24. 30 powerful ways to rapidly build your list 25. 10 different types of content that always works
<p>MAKING SENSE OF GOOGLE ADSENSE</p>	<ol style="list-style-type: none"> 1. Adsense in depth <ul style="list-style-type: none"> ▪ The Adsense options ▪ Adsense for content ▪ Adsense for search ▪ Google adsense premium service ▪ The value of adsense



	<ol style="list-style-type: none"> 2. One step at a time <ul style="list-style-type: none"> ▪ The next step - how to get started ▪ What's on your site? ▪ Specialization ▪ Maximize your potential ▪ First – subtle ads work ▪ Second – placement equals profit ▪ Third – keywords are the key ▪ Fourth – the content counts ▪ Fifth – use the tools ▪ URL channels ▪ Custom channels ▪ Server logs 3. Use it well <ul style="list-style-type: none"> ▪ Knowing and doing ▪ Common sense ▪ Uncommon sense ▪ Adsense for RSS and blogs ▪ Including Adsense in your blog ▪ Adsense in a nutshell ▪ Resources ▪ The tools ▪ Adsense information websites and tutorials
<p>MANAGING AGILE ORGANISATIONS AND PEOPLE</p>	<ol style="list-style-type: none"> 1. The changing nature of organizations 2. Contemporary management practices 3. Introduction to people and performance 4. Personal development as a manager
<p>MANAGING STAKEHOLDER RELATIONSHIPS</p>	<ol style="list-style-type: none"> 1. Identifying and assessing stakeholders 2. Evaluating opportunities and threats created by key stakeholders 3. Drivers for and key components of effective stakeholder relationships 5. Stakeholder relationship strategies
<p>MAX IMPACT EMAIL MARKETING</p>	<ol style="list-style-type: none"> 1. Email marketing basics for network marketing 2. Getting subscribers 3. Reducing unsubscribes 4. Using transactional emails 5. Using triggers in the email 6. Testing different variations of your email 7. Analytics to separate buyers from non 8. Use loyalty programs 9. Determine the correct frequency to send emails



<p>MLM SURVIVAL GUIDE</p>	<ol style="list-style-type: none"> 1. The shocking truth! 2. Why would you be choosing an MLM in the first place 3. Types of people who are looking for opportunities 4. What is the MLM jungle like 5. Exposure to the industry 6. The team (up line, sidelines, even the company staff) 7. The trend of time 8. There is no such thing as a perfect MLM 9. An MLM that would suit you 10. Being aware of the risks 11. Getting started off the right foot 12. In a nutshell 13. Recommended resources + bonuses
<p>NETWORK MARKETING STRUCTURE PART 1</p>	<ol style="list-style-type: none"> 1. Those who fail to plan, plan to fail 2. Terminology and jargon, you can't live without 3. Clearing out common misconceptions 4. Recognizing basic plan mechanics 5. Point value to cash calculation 6. Payout transparency 7. Buy back policy 8. Breakaway 9. Infinity bonuses and blocking 10. Summary and closing
<p>NETWORK MARKETING STRUCTURE PART 2</p>	<ol style="list-style-type: none"> 1. Down the rabbit hole 2. Pros and cons of accumulation 3. Buying position 4. Caution: front loading and their dangers 5. The dreaded demotion 6. Push-up: taking the short cut 7. Turning maintenance into profit 8. Other factors to consider 9. Recommended resources + bonuses
<p>ONLINE GIVEAWAY INSIGHTS</p>	<ol style="list-style-type: none"> 1. Online giveaway basics 2. The benefits of online giveaway 3. How to use online giveaway correctly 4. Making money with online giveaways 5. Steps for JV giveaways 6. What to watch out for
<p>OPERATIONS MANAGEMENT</p>	<ol style="list-style-type: none"> 1. Introduction to operations management 2. Supply chain and supply chain management 3. Procurement 4. Logistics management
<p>OPTION-SECRETS</p>	<ol style="list-style-type: none"> 1. Getting started 2. Creating an irresistible incentive offer



<p>ORGANIZATIONAL BEHAVIOUR</p>	<ul style="list-style-type: none"> 3. Outsource your incentive offer 8. Organizational behavior 9. Organizational behavior models 10. Foundations of individual behavior 11. Individual characteristics and behavior 12. Attitudes and behavior 13. Personality 14. Perception 15. Decision making 16. Motivation and the organization 17. Foundations of group behavior 18. Goal setting 19. Group communications 20. Conflict and negotiation 21. Organizational development introduction 22. Organization structure 23. Workplace and job design 24. Organizational culture 25. Organizational change
<p>ORGANIZATIONAL DESIGN, DEVELOPMENT AND PERFORMANCE</p>	<ul style="list-style-type: none"> 1. Organizational design 2. The impact of external and internal factors on the organization 3. Organizational development 4. Assessing the success of an organization and managing change 5. Implementing successful organizational development strategies
<p>PRINCIPLES OF HUMAN RESOURCES</p>	<ul style="list-style-type: none"> 1. The contribution of the hr function to the achievement of business objectives 2. The impact of different perspectives of human resource management on the organization and workforce 3. The role and function of human resources within the key areas of resourcing, reward and performance 4. Different employment models and the essential features
<p>PRINCIPLES OF MARKETING PRACTICE</p>	<ul style="list-style-type: none"> 1. The marketing concept 2. The marketing environment 3. Customer behaviour and segmentation 4. Marketing information 5. The marketing mix
<p>PROJECT MANAGEMENT</p>	<ul style="list-style-type: none"> 1. Project management vs general business management 2. How project management supports business growth 3. Project management process and procedures in accordance with PMI guidelines and PMBOK applications 4. Employing project management software



	<ol style="list-style-type: none"> 5. Project schedules - PERT, GANTT and WBS 6. Managing resources 7. Project management forms and checklists 8. Managing project teams
PROJECT MANAGEMENT	<ol style="list-style-type: none"> 1. Understanding the project life cycle and other key concepts 2. Creating an effective project plan 3. Resource-based project budgets 4. Tracking and controlling live projects
RICH MARKETER, POOR MARKETER	<ol style="list-style-type: none"> 1. The rich marketer poor marketer concept 2. When is a niche not a niche in marketing? 3. Building a unique niche approach in business 4. Marketing strategies and your personal niche 5. Social networking and niche marketing 6. Facebook marketing—mingling business and social activities 7. Twitter marketing—tweeting for business 8. LinkedIn marketing—building a strong online presence 9. Building a powerful presence despite the current economic situation 10. Ten rich marketers' secrets
ROCK SOLID SEO	<ol style="list-style-type: none"> 1. What is SEO? 2. Why do SEO? 3. How SEO used to be done 4. Old school onsite optimization 5. Old school backlinking 6. Google pandas and penguins 7. Beware the panda 8. Enter the penguin 9. The aftermath 10. Rock solid SEO 11. How to recover your website from oblivion 12. How to build a new site
SEO RULES	<ol style="list-style-type: none"> 1. Introduction 2. SEO tactics 3. Link building 4. Directory submission 5. Forum posting 6. Article submission 7. Link exchange 8. Blog posting 9. Link buying 10. Content 11. Advanced SEO secrets 12. Blogging 13. Multiple site link exchange



	<ol style="list-style-type: none"> 14. Link wheel 15. Social media 16. Facebook/twitter 17. Social bookmarking 18. Video marketing 19. Competitor reverse engineering 20. SEO mistakes 21. Keywords 22. Broad keyword use 23. Focused keyword targeting 24. Keyword stuffing 25. Unfriendly coding 26. Disregarding the sitemap 27. Meta tag errors 28. Anchor text usage 29. Web traffic analytics 30. Web page removal/website redesign 31. SEO game plan
SOCIAL BOOKMARKING SECRETS	<ol style="list-style-type: none"> 1. Social bookmarking basics 2. The benefits of social bookmarking 3. How to use social bookmarking correctly 4. Making money with social bookmarking 5. The competition 6. What to stay away from
SOCIAL MEDIA POWER	<ol style="list-style-type: none"> 1. Basics 2. YouTube 3. Facebook 4. Twitter 5. Multiple accounts 6. Hootsuite 7. Composing posts 8. Closing the competition 9. Role model 10. Surveys 11. Marketing 12. Global language 13. Correct timing 14. Clever tricks 15. Final tips
SOCIETAL AND SOCIAL MARKETING	<ol style="list-style-type: none"> 1. Social marketing for behavioural change 2. Social marketing choices and consumer decision-making 3. Ethics and corporate social responsibility (CSR) 4. Strategic development of responsible marketing practices for societal benefit



SPEED SUCCESS SECRETS FOR INTERNET MARKETING	<ol style="list-style-type: none"> 1. Where to get started 2. Your product 3. Getting the word out 4. Buyers and JV opportunities 5. The selling
STARTING YOUR OWN BUSINESS	<ol style="list-style-type: none"> 1. Is entrepreneurship for you? 2. What is entrepreneurship? 3. Planning for the business 4. Analyzing your marketplace 5. Funding your business 6. The marketing plan
STRATEGIC MARKETING	<ol style="list-style-type: none"> 1. Understanding market-led strategic management 2. Designing market-driven strategies 3. Measuring the impact of marketing strategy 4. Creating sustainable competitive advantage 5. Implementing the strategy
STRATEGIC MARKETING RELATIONSHIPS	<ol style="list-style-type: none"> 1. Relationship marketing 2. Relationship marketing and its impact on buyer behavior 3. Marketing relationships 4. Strategic relationship marketing
STRATEGIC PLANNING	<ol style="list-style-type: none"> 1. Strategic planning – an overview 2. The strategic management concept, evolution, and importance 3. Strategic planning levels and models 4. A stepwise approach to strategic management 5. Environment analysis - vision, mission, and the competitive advantage 6. Internal environment analysis 7. External environment scanning 8. Strategy formulation 9. Strategy choice 10. Strategy implementation 11. Strategy control 12. Strategic planning limitations and emergent strategies
STRATEGIC STAKEHOLDER RELATIONSHIPS	<ol style="list-style-type: none"> 1. Strategic influence of stakeholders 2. Engaging with stakeholders 3. Communication with stakeholders 4. Managing stakeholder resistance
STRATEGIC HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. The emergence of a strategic dimension to people management 2. The global context of SHRM Developing and implementing HR strategies 3. The use and application of a range of HR strategies to improve employee and organizational performance



<p>THE CULTURE OF LEADERSHIP</p>	<p>4. Contemporary issues affecting SHRM</p> <ol style="list-style-type: none"> 1. Role and responsibilities of educators and leaders in a changing world. 2. The role of personal and professional values 3. Critical and creative skills 4. Management styles and collaboration 5. Critical and ethical practice in action research
<p>THE ESSENTIAL GUIDE TO SALES FUNNELS</p>	<ol style="list-style-type: none"> 1. What is a sales funnel? 2. Why do I need sales funnels in my online business? 3. A sales funnel will increase your sales revenue 4. Using a sales funnel will increase your conversion rate 5. A sales funnel can help predict your sales volume 6. Use your funnel to identify marketing obstacles and deficiencies 7. Setting up your first sales funnel 8. Squeeze pages 9. What to do 10. What to avoid 11. Entry points 12. Freebies 13. Low-price offers 14. Upsells 15. Down sells 16. Cross sells 17. One-time offers (OTOs) 18. Recurring income products and services
<p>THE HR PROFESSIONAL</p>	<ol style="list-style-type: none"> 1. The changing nature of human resource 2. Management (HRM) 3. The future of HR 4. Evaluating and measuring HR's contribution 5. Leading and developing a professional and ethical 6. The critically-reflective practitioner
<p>THE ULTIMATE SOCIAL MEDIA PLAN</p>	<ol style="list-style-type: none"> 1. Is your business social enough? 2. Discover the social 6-pack 3. Take the reins of your online presence 4. Understanding the value of social media buzz and what it can do for your business 5. Social media explained in plain English 6. The new approach to branding and communication – moving beyond marketing 7. Understanding the social media ecosystem 8. Converting leads to sales: the ROI of social media 9. Developing a winning social media marketing plan 10. Set up and manage a Facebook page that works 11. Tweet your way to online prominence



	<ol style="list-style-type: none"> 12. Build your network with LinkedIn 13. Expanding your reach with Instagram 14. Captivate your audience with YouTube 15. Tik-tok tactics
UNDERSTANDING SEO	<ol style="list-style-type: none"> 1. What is SEO? 2. Why do I need SEO? 3. What are search engines? 4. Who needs SEO? 5. Do I need to hire an expert to help with SEO? 6. When is it best to start SEO? 7. Is it too late for me to start SEO? 8. What is at the heart of what I need to do? 9. What on-site SEO can I undertake? 10. Off-site SEO 11. What can I expect SEO to do for me? 12. Where can I find more info about SEO?
VIDEO MARKETING MAGIC	<ol style="list-style-type: none"> 1. Introduction to video marketing 2. Enter YouTube 3. Basics of video marketing 4. Simple tools for creating videos 5. 4 ways to use videos in your online business 6. How to boost profits using videos? 7. Video marketing ninja tactics 8. Video marketing mistakes to avoid
VIDEO VIGILANTE	<ol style="list-style-type: none"> 1. Getting started with video 2. What works for marketing 3. Your audience 4. Timing 5. Mistakes to avoid
VIRAL MARKETING	<ol style="list-style-type: none"> 1. Introduction to viral marketing 2. The power of social media 3. Basics of viral marketing 4. Creating a viral e-book 5. Using Facebook as a viral tool 6. Using Twitter as a viral tool 7. Techniques for creating viral buzz 8. Viral marketing mistakes to avoid