

LEANNE COHENS

DIGITAL SUCCESS COACH



# DIGITAL SUCCESS

MENTORING PROGRAM

A PROGRAM CREATED BY:  
MARKETING *LEAP*

## The Digital Success Mentor Program:

The Digital Success Mentor Program is designed to demystify the digital space and give you back the tools to grow your business across each digital touch point WITHOUT drowning in the marketing overwhelm.

### Initial Outline:

1. Clarity: Your Message & Overall Strategy
2. Website That Works: Web - Social - Google
3. Recharge Your Lead Gen: The Attraction Model
4. Turn Leads Into Paying Clients
5. Get Your Life Back: Learn Systems & Processes

### Digital Success Implementation Program

The core of any program is to "GET IT DONE" with scheduled weekly meetings either face-to-face or via Zoom. Workbooks, notes or templates are provided at each stage, with accountability. This ensures, as you learn not only what you need to GROW your business on line, but also HOW.

Consistency is KEY to marketing your message on line. Your clients today have a 3-8 second attention span and need to see you 22 times BEFORE they start to recognise your brand. Learn how to build consistency in your marketing while still having LIFE.

Each stage covers FOUR Core Elements to Marketing your business online. No fluff, no smoke and mirrors, simply actionable steps and exercises to make you STAND OUT as the go to Expert in your industry!

- Branding & Messaging - Your Website - SEO - Social Media -
- Content Marketing - Email Marketing - Sales Funnels -
- Integration & Scheduling -

## RESTART

### Phase 1: Clarity

- Unpack Your WHY, Your Vision & Mission Statements
- Get Crystal Clear on Your IDEAL client
- Finalise Your Message to Market & Bio-Statement
- Lock down your brand positioning
- Compile your Digital Key Information

### Phase 2 / 3: Website That Works

- Learn Web Design BEST Practices
- Implement Key Messages
- Finalise your Call-to-action & Lead Generation Funnels
- Learn Search Engine Optimisation with Keyword Research
- Discover & Implement Content Marketing Strategies That Work

## RECHARGE

### Phase 3 / 4: Recharge Your Lead Gen

- Discover All Things GOOGLE
- Learn Email Marketing & Strategy
- Social Media Strategy & Implementation
- Content Marketing & Implementation

### Phase 5: Turn Leads Into Paying Clients

- Implement Email Automation
- Revisit Social Media
- Create Your Core Sales Funnel
- Discover the World of Outsourcing

## REVIVE

### Phase 6: Get Your Life Back: Learn Systems & Processes

- Automation & Systems
- Marketing Integration
- Scheduling & Processes
- Analytics & KPI Tracking



## Who Is This Program For?

Business owners who are looking for clarity in their marketing.  
Entrepreneurs ready to take their message out into the world.  
Action takers ready to do the work and commit to the process.  
Those looking a clear way to brand and market themselves.  
Entrepreneurs wanting to work smarter NOT harder.

## Who This Program Is NOT For?

Those looking for a quick fix.  
People not prepared to do the work and the homework.  
Excuse makers rather than action takers.  
Those unable to commit to THREE months of solid work.

## My Commitment To You

To keep you accountable.  
To ensure all the information provided is cutting edge.  
To offer support & encouragement while sticking to point #1.  
To help you not only succeed but to build the kind of Digital Success that you can duplicate.



## Who Am I?

I am the Founder and Owner of the marketing agency Marketing Leap and The Digital Success Coach.

With over 25 years of marketing and business experience, I have travelled, built a 7-figure business in a foreign country, worked for a global brand and in a myriad of industries and risen from the ashes of defeat more than once.

I believe that while the programs and platforms we use in this digital and social age rapidly change, the basic tenets of marketing don't. If people don't know what you do or how you add value to their lives, they simply won't do business with you.

Now, as a Certified Google Specialist and Facebook Partner, I would love to teach and mentor you on business growth, Google and Digital Success in the Social Media Age!



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