



Master Your Marketing Mini-Masterclass Syllabus

Welcome to the Master Your Marketing (MYM) Mini-Masterclass. This document outlines the goals, schedule, and syllabus for our one-day online workshop and the two follow-up sessions.

MYM is based on *Building a Storybrand* and *Marketing Made Simple*. These frameworks have helped thousands of businesses grow - from mom-and-pop shops to international brands across every industry. **They can help you, too.**

If you have any questions about the program, please email Dr. James Barnes at james.barnes@msstate.edu.

MYM Mini-Masterclass at a glance

- Get more done in one day than most people get done in a year
- Easily create a marketing plan that works
- Get live coaching so you know you're doing it right
- Connect with other business owners
- Get access to two follow-up sessions to implement your plan

Goal of the program

Dr. Barnes will help you understand and apply the Storybrand Marketing Framework to your business during the program. You'll clarify your marketing message and create a four-part digital marketing plan to grow your audience and revenue.

One-Day Schedule

The one-day intensive workshop is followed by two online sessions, during which we meet as a group to help you implement your marketing plan.

You'll also be able to schedule a one-on-one call with Dr. Barnes if you still need help.

1: Brand Message	2: Website	3: Leads	4: Social Media
Watch how to use the Storybrand framework to create the 7 messages you'll need to get and keep your ideal customer's attention.	You'll learn how to create a website with your new messaging so customers want to do business with your brand.	You'll discover how to create free content to build your email list when prospects visit your website.	Learn how to use your messaging with ChatGPT to create a social media plan to get your brand noticed.

1: Brand Message

9:00 AM	Introduction to the Storybrand Marketing Framework
9:30 AM	How to Develop Your Messaging Playbook
10:00 AM	Exercise: Write Your One-Liner and Brandscript

2: Website

11:00 AM	Connecting Your Brandscript to Your Website Wireframe, Example Websites, and 5 Things Your Website Should Include Checklist
11:30 AM	Write Your Website Wireframe
12:00 PM	Break
12:30 PM	Write Your Website Wireframe (cont.)

3: Leads

1:00 PM	How to Write a Lead Generator and Email Series to Boost Your Sales and Write Your Lead Generator Exercise
1:30 PM	How to Write a Sales Letter to Convert Email Contacts into Customers and Write Your Sales Letter Exercise

4: Social Media

- 2:30 PM 7 Things Your Social Media Plan Should Include
How to Create a Content and Repurpose Plan for Social Media
How to Write High-Conversion Social Media Ads
How to Use ChatGPT to Create Engaging Posts
- 4:00 PM Wrap-Up with instructions on accessing the two following online sessions (scheduled one week apart).

A more detailed schedule will be shared closer to the program's start. If you have questions, please email Dr. Barnes at james.barnes@msstate.edu.

Hear What Others Say about MYM

“It has transformed my business. I feel confident I’m going to crush my competition.”

Nicole E., Texas

“I highly recommend the course if you want to grow your sales!”

Natalie R.

Mississippi

“I would definitely recommend this class, no matter what type of business you have.”

David S.

Tennessee