



Master Your Marketing Live Masterclass Syllabus

Welcome to the Master Your Marketing (MYM) Live Masterclass Workshop. This document outlines the goals, schedule, and syllabus for the four live workshop sessions and the BONUS follow-up session.

- **Day One** features Sessions 1 and 2, and **Day Two** features Sessions 3 and 4. Days One and Two are held one week apart. If you are unable to attend, you can watch the recording.
- Each day is four hours of instruction, from 1:00 - 5:00 PM (central time).
- If you [Join The Waitlist](#), you'll be notified by Dr. Barnes via email when registration opens. Space is limited to 10 businesses.

"The workshop helped us develop a digital marketing plan to grow our business right now!" — Terri T., Mississippi.

MYM is based on two decades of Dr. Barnes's experience as an online marketing and business coach. Dr. Barnes has trained thousands of businesses - from mom-and-pop shops to international brands across every industry imaginable, including Amazon, NFL players, and businesses associated with Duck Dynasty.

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

MYM Live Masterclass at a Glance

- Learn how to harness the power of Chat GPT to create marketing that works
- 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

During the program, Dr. Barnes will help you understand how to create a successful digital marketing plan using ChatGPT. You'll learn how to create a messaging playbook, and from that, you'll see how to make a website, lead generator, and social media plan to grow your audience and revenue.

Schedule

The four-session live workshop is followed by one BONUS session, during which Dr. Barnes helps everyone implement their plans.

Here's the four-session schedule that takes place over two days, 1:00 - 5:00 p.m. (central time).

DAY ONE Session 1: Brand Messaging	DAY ONE Session 2: Website	DAY TWO Session 3: Leads	DAY TWO Session 4: Social Media
Learn to create a brand message playbook to get and keep your ideal customer's attention. And you'll learn how to do it all with ChatGPT.	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.

Day One

Session 1: Brand Messaging

1:00	PM	Crafting a Marketing Message with ChatGPT
1:30	PM	How to Develop Your Messaging Playbook
2:00	PM	How to Create a Value Proposition, Unique Selling Prop.
2:30	PM	<i>Exercise: Write Your Messaging Playbook</i>

Session 2: Website

3:00	PM	Connecting Your Message Playbook to Your Website Example Websites, 5 Things Checklist, and Wireframe Tools
3:30	PM	<i>Exercise: Write Your Website Wireframe</i>
4:00	PM	<i>Exercise: 5 Things Your Website Should Include Checklist</i>
4:30	PM	How to Use ChatGPT to Develop Your Website

Day Two

Session 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
2:00	PM	Case Study Example
2:30	PM	<i>Exercise: Complete Lead Generator, Email Series, Sales Letter</i>

Session 4: Social Media

3:00	PM	7 Things Your Social Media Plan Should Include
3:30	PM	How to Create a Content and Repurpose Plan for Social Media
4:00	PM	<i>Exercise: Write Your Content and Repurpose Plan with ChatGPT</i>

- 4:30 PM *Exercise:* Complete Your Social Media Plan, Content & Repurpose Plan
- 5:00 PM Wrap-Up with instructions on accessing the BONUS session.

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

Register Now

It's time to grow your business with a digital marketing plan that works. Don't miss this opportunity to create marketing collateral to attract customers and grow your revenue!

[Yes, I'm Ready to Register Now for the MYM Live Workshop!](#)

FAQs

My business isn't based in Mississippi. Can I still take this course?

Absolutely. Location doesn't matter for Master Your Marketing.

What if I miss a session?

All Master Your Marketing workshops are recorded; you'll have access to them for two weeks. But you'll get the most out of it by attending live!

Do I have to participate in the private online community?

No, but I encourage you to. Even if you don't want accountability or encouragement, asking for feedback from the group is so valuable!

How do I access the course?

The Master Your Marketing workshops happen live via Zoom. I'll send an email with all relevant links once you've enrolled.

Do I have access to the recordings?

Yes. You'll have access for 30 days.

What do I need to get the most out of the course?

A device with internet access and a commitment to learning and doing the work. You've got this!

Can my business partner attend, too?

Only one enrollment is required if you're attending from the same location. Your entire team can join the course for one registration fee if the team is at the same location.

Is there a test?

No. However, by the end of the four sessions, you'll have a 5-part marketing plan to grow your business. You'll also be invited to join our private community so you get the support you need to implement your plan.

Will I receive a certificate of completion?

You will!

What happens during the one-hour BONUS session after Sessions 1 and 2?

Dr. Barnes will send out a calendar invite for a BONUS follow-up session approximately one week after Session 2 ends. The purpose of this session is to help everyone keep working on developing their marketing plan. This live session on Zoom will last one hour so business owners can ask questions and receive direct feedback from Dr. Barnes.

Is Master Your Marketing Offered Throughout the Year?

Yes, of course! Dr. Barnes offers Master Your Marketing at least once per quarter during the year.