

# CAREER DEVELOPMENT COURSE SYLLABUS

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## **Module 1: Create a Solid Foundation for Your Business** (*Begins April 17th*)

- ▶ Create a strong foundation for your practice by learning key entrepreneurial skills as well as legal basics. You'll learn how to set and achieve your business goals, effective methods for personal productivity and time management, and how to overcome the mindset roadblocks that most practitioners face. Plus, learn directly from a lawyer about legal compliance and practice protection and receive done-for-you legal templates that you can customize for your own practice.

## **Module 2: Identify Your Unique Place in the Market** (*Begins April 24th*)

- ▶ The single most effective way to build awareness and success is through targeted audience focus, but many practitioners get lost in how to go about doing this. Sidestep the confusion and identify your target market by following the step-by-step method that's waiting for you in this module. Plus, learn how to conduct market research to understand the urgent needs and compelling desires of your target market, uncover the biggest results your clients get, and create connection through your own story.



## **Live Zoom Session #1: April 26th at 5 pm PST**

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## **Module 3: Establish Your Services & Revenue Streams** *(Begins May 1st)*

- ▶ Understand the business models and revenue streams available to you as a practitioner and learn how to structure your services and set your pricing. Plus, learn from the real-world experience of a series of successful practitioners about how they've structured their packaging, pricing, and program delivery.

## **Module 4: Set Up Your Practice Management Systems** *(Begins May 8th)*

- ▶ Avoid the notorious overwhelm that accompanies starting a practice by learning the systems you must have in place for business clarity and expansion. Learn how to customize your client onboarding process and client workflows, set up your client management system, and establish your financial tracking, bookkeeping, and invoicing systems.



## **Live Zoom Session #2: May 10th at 5 pm PST**

## **Module 5: Develop Your Brand and Messaging** *(Begins May 15th)*

- ▶ Learn how define your unique brand and create a plan detailing how you want to be known in your market. Plus, develop compelling messages so you can easily talk about what it is that you do, how you can help, and clearly communicate the value you provide.

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*Note: There is an Implementation Week between Modules 5 and 6 for the purpose of allowing students to catch up on implementing any unfinished steps from the materials covered thus far.*



## **Live Zoom Session #3: May 24th at 5 pm PST**

### **👉 Module 6: Promote Yourself through In-Person Marketing Strategies (*Begins May 29th*)**

- ▶ Explore the world of in-person marketing opportunities, such as networking, speaking engagements, and creating a referral network, and learn to identify which will work best for your unique skillset and business model. Learn how to provide value to your community so that you can establish yourself as a trusted practitioner in your area.

### **👉 Module 7: Use Online Marketing to Grow Your Practice (*Begins June 5th*)**

- ▶ Uncover the powerful role that digital marketing can play in your business. Learn the unique advantages of digital platforms like social media, blogging, and email marketing, and discover timesaving tools that put them to work for you. Avoid overwhelm and confusion by understanding how to create a step-by-step digital marketing strategy using the framework you'll learn in this module.



## **Live Zoom Session #4: June 7th at 5 pm PST**

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## **Module 8: Convert Prospects to Clients** *(Begins June 12th)*

- ▶ Understand how to keep in touch with prospective clients through a repeatable follow-up plan and learn the method for transitioning prospective clients into paying clients. Learn how to navigate a discovery session and effectively conduct a sales conversation.

## **Module 9: Scale Your Business** *(Begins June 19th)*

- ▶ Explore different ways of expanding your practice, including how to expand further once you've filled your practice with clients. Learn how to generate testimonials and referrals from your own clients and learn strategies for enhancing your client experience.



## **Live Zoom Session #5: June 21st at 5 pm PST**