

SMALL BUSINESS  
GLOW UP

**It's time to take your  
small business to the  
next level.**

*Introducing my*

**Small Business Glow-Up**



**My 'Small Business Glow Up' is a 5 week course where I will educate and empower you on practical & effective marketing & communication tactics & strategies that will set your business up for success.**

**I've taken 20 years of Marketing & Communication experience across multiple industries and thrown all the useful bits into this one short course.**

**Your biggest commitment?  
A 2-hour weekly workshop via zoom.**

**Here's a snapshot of what you will learn...**

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# **Module 1**

## **Small Business Marketing 101.**

It's here where you will learn about my Marketing 'Tripod', that is the 3 things you need to know and be on top of that will set your business' marketing direction, We will work across each element to ensure you have clearly identified your 'legs' and determine how each will be used in future marketing & comms activities.

# **Module 2**

## **Your 'workable' Marketing Plan**

You will be introduced to your new 'workable' marketing plan, meaning one without all the fluff that is nice & concise, and so easy to follow. Although the document will be updated as we navigate through the course, you will learn how to break down strategies into workable & achievable actions. You will also be introduced to a planner that will take all this info and plot it out so at any given time you know exactly what you should be working on.

## **Module 3**

### **The world of content.**

You'll learn about content, what it is, how to create effective content and how your marketing tripod will come into play when developing it. We will then work to develop your own personalised Content Pillars so at any given moment, you will know what content to push, why & how. From this you will have a heap of social media and email content to push out!

## **Module 4**

### **Social readiness & camera comfortness**

We will spend some time on reviewing your brands presence on socials and learn about quick fixes that can have a stronger impact and emanate your brand values. You will then learn some tips on how to become more comfortable in front of the camera to help facilitate connection, as well as some sneaky tricks on creating stories and reels from behind the camera.

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## **Module 5**

### **The quick-fire 8.**

The highlight of the course. I will tell you about 8 no or low cost strategies & activities that you need to implement, some of which will yield results pretty quickly, others that will set you up for long-term success. We will spend time going over each one in order for you to understand how it applies to your specific business.

## **Module 6**

### **The Topknot Tool-kit**

I will let you know what tools and resources I use to run my business - from sourcing PR opportunities to identifying what hashtags to use on socials and more.

Following this module all attendees will have the opportunity to ask any marketing or communication questions specific to their business.

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## Throughout the course you can expect:

- ✓ A relaxed, supportive & friendly environment
- ✓ All information delivered in an easy to understand format
- ✓ Worksheets and templates for you to keep
- ✓ Opportunities for you to ask questions along the way
- ✓ A recording of each session for future reference.

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# Schedule:

February/March 2022 - Foundation Intake\*

May/June 2022 - Intake 2

August/September - Intake 3

November - Intake 4

# Investment:

One up-front payment of \$765 + GST

or 2 payments of \$400 + GST

An invoice will be emailed to you outlining this training course for tax deduction purposes.

*Interested?*

Email your interest to: **[dianne@topknotmarketing.com.au](mailto:dianne@topknotmarketing.com.au)**

But hurry! Spots in each intake are limited to ensure personalised attention.

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