

16 WEEK RESULTS OPTIMIZATION WORKSHOP - COURSE SCHEDULE AND SYLLABUS

28 Powerful Interactive Sessions	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16
Introduction to Results Optimization	█															
Forcefield Analysis	█															
Develop Mission, Vision & Values Statement		█														
S.W.O.T Analysis		█														
Introduction to FGKG 4-Phase System			█													
Objectives and Measures in 4-Phase System			█													
Defining Targets			█													
Identify Your Key Business Activities				█												
Introduction to Process Mapping				█	█											
Cause and Effect Linkages					█											
Introduction to Process Improvement					█	█										
Critical Market Analysis							█									
Content Strategy Development								█								
Lead Generation Model									█	█						
Lead Generation Developer Part 1									█	█						
Lead Generation Developer Part 2									█	█						
Jump Start Your Traffic											█					
Increasing Sales and Profits Overview												█				
Customer Purchase Patterns												█	█			
Increasing Customers Strategies												█	█			
Pricing and Offer Strategies													█			
Product Lifecycles														█		
Increasing Transactions Strategies														█	█	
Market Mix Strategies														█	█	
Increasing Average Sale Strategies														█	█	
Changing the Offer Strategies															█	
Ansoff Matrix Strategy															█	
Results Optimization Review																█