

# ActionCLUB Curriculum

## Eight Bi-Weekly Sessions

### 1. Setting Your Vision

Create Your Vision  
Mission Culture  
Your Perfect Calendar Goals  
& Objectives

### 2. Generating Cashflow

Leverage Your Marketing  
The 5 Ways Formula  
Testing and Measuring

### 3. Streetwise Marketing

Uniqueness and Guarantees  
Ideal Customers  
Ladder of Loyalty  
Repeat Business

### 4. Sales Made Simple

Sales People  
Question Funnel  
Handling Objections



### 5. Team Building & Leadership

Motivation  
Recruitment  
6 Keys to a Winning Team

### 6. Systems and the 6 Steps

Systemization  
Mastery to Massive Results

### 7. Financial Mastery

Financial Statements  
Budgets & Reporting  
Break-Even Analysis  
Margin Analysis

### 8. Pulling It All Together

(Leverage)  
Action Plans  
Graduation  
Leverage Game