



# Business & Sales Growth Master Class

Don't be struggler, Be a good hustler





# ABOUT THE COURSE

“ In this era everyone wants to get success from freelance platforms or LinkedIn without knowing what should be done. People paying dollars for Upwork bids, LinkedIn sales navigator without understanding the real logic and process. So, I have come up with interactive sessions which assist you on how to make your marketing and sales in the right direction so you can build your own business.

## WHO CAN JOIN THIS COURSE

### FREELANCERS

Such as Web developers, UI/UX developers, people in information technology, Mobile developers, Digital marketer, SEO – PPC experts.

### SME'S

People who are into digital services such as accounting, video editing, copywriting, Logo design etc.

### IT AGENCIES - DIGITAL AGENCIES

People who are CEO, CTO, Sr. executives want to get growth for their agencies.



## MARKETING

- Definition of Marketing
- Types of Marketing
- Conventional Marketing vs Online Marketing
- B2B & B2C Marketing

## LEAD GENERATION

- Definition of Lead
- Lead Generation
- Inbound & Outbound Lead
- Lead Generation Strategies
- B2B & B2C Lead Generation

## LEAD & CLIENT ACQUISITION FROM MARKETPLACE (UPWORK)

- Upwork & Freelance marketplace profile building
- Where & on what project you should put a bid?
- How to write a perfect proposal that get you clients
- Profile optimization & steps to get tags Top Rated & Top rated plus

# COURSE MODULE





## EMAIL OUTREACH

- What is email outreach
- Best platform for start email outreach
- A/B testing
- Lead building, inbound lead creation & client acquisition

## LEAD & CLIENT ACQUISITION BY OUTREACH

- How to make a best LinkedIn profile
- How to create a branding on LinkedIn?
- How to use LinkedIn search & generate leads
- How to utilize LinkedIn post & generate leads
- Building LinkedIn connections, nurture LinkedIn connections convert in client.

# COURSE MODULE





## SETTING SALE GOALS

- Decide the right sales target
- Selling services that generate first crore
- Strategies get more revenue from one client rather than finding new clients, projects every time.

## 360 DEGREE MARKETING & SALES GROWTH

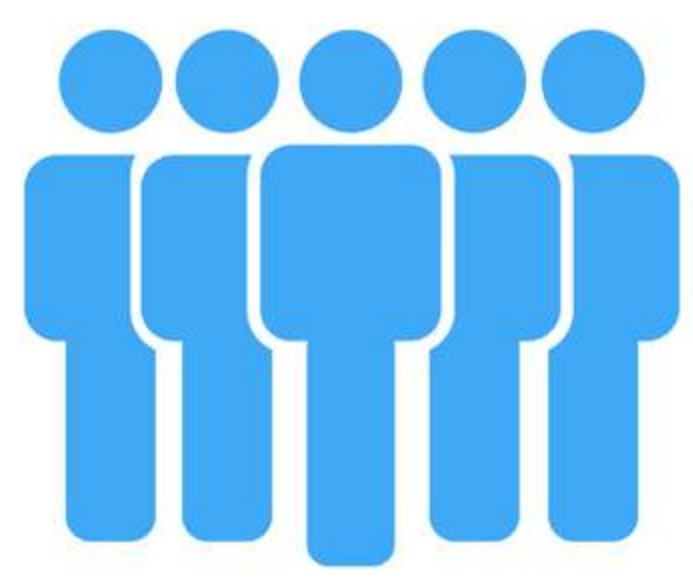
- How to start all the way lead generation.
- How to manage all leads together
- Build a business without Upwork, LinkedIn
- Getting high ticket clients
- Exploring best markets, technology
- Growth hacking by outreach.

# COURSE MODULE





# COURSE BONUS



## COMMUNITY

Networking opportunity with IT entrepreneurs,  
Regular update on marketing, branding.



## ASSIGNMENTS

20+ Actionable Assignment to practical  
execution of concepts



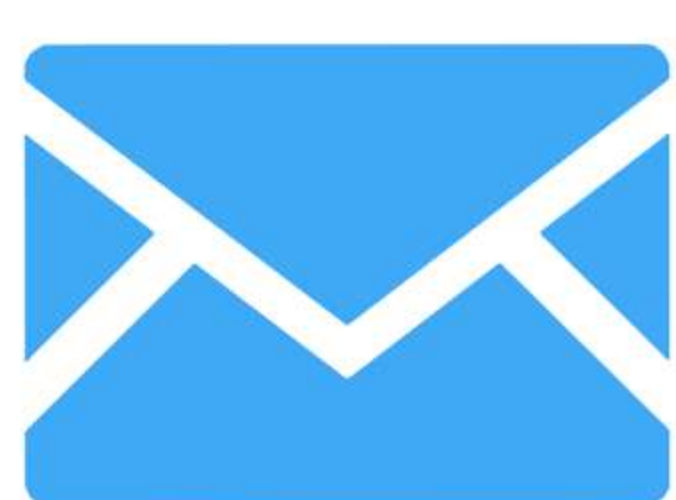
## DOCUMENTATION

Sample Documents of NDA, Contract  
Agreement, Proposal Templates, Dedicated  
Developer Contracts.



## LINKEDIN

LinkedIn Outreach Templates to build  
network and generate leads



## EMAIL FORMULA

IT Marketing Sales Email Campaigns Formats

“YOU WILL KNOW THE REAL LOGIC THAT WORKS,,