

# Silicon Beach Academy

Build a digital marketing agency  
in just 6 weeks

See if our training is right for you.  
Schedule a consultation [here](#)

This proven 6-week “Business in a Box” teaches anyone to start their own digital marketing agency without any experience.

How? Creating a seamless system that allows you to focus on sales, while hiring the right contractors (We provide) to focus on the work.

# WHAT IS SILICON BEACH ACADEMY?

The only step-by-step formula you need to create, build and scale your consulting business to a massive into a powerhouse.

Silicon Beach Academy was built for people that want to create a financially stable future by for themselves to either create a side business or make the leap to full time entrepreneur. The fact is that by 2020, Pew Research has estimated that more than 40% of the American workforce (60 million people) will be transformed to independent workers—freelancers and contractors and these numbers will continue to climb. Some of these reasons are due to technology replacing more people's careers at an alarming rate.\* Forbes and don't need to hire full time employees.

The technological age is here and if you aren't caught up with digital marketing, you need to be. Multiple studies have documented that massive numbers of jobs are at risk as programmed devices continue their march into workplaces.” - Pew Research

On the brighter side, technology is giving people an opportunity to develop their own business online. If you have always wanted to work for yourself and help people with a service you offer now is the best time to do this. Marketing and sales consulting is growing by 25%. Bloomberg calls this the FASTEST growing areas of the consulting Industry. \*According to IBIS.



## What Exactly Am I Going to Learn ?

The best return on investment is not only money, but time.

Silicon Beach Academy comprehensive curriculum will show you how to get leads automatically by simplifying the onboarding process. 90% of businesses fail because they don't have a proper system in place. We are going to show you the proper way to build your consulting practice by creating the perfect offer that attracts your audience, by creating an AUTOMATIC system to be getting consistent leads and sales. In this training, you create this system only ONCE and repeat it.

We know what it's like as an entrepreneur to have to be wearing many hats, so our mission is to have you to get to work with high selling clients quickly.

Every prospect you are trying to close has a desired situation for themselves of where they want to be. We'll show you how and where to find their solutions.

Most agency owners start wearing multiple hats- from looking for clients, implementing the work, creating contracts, which lead to burn out, and frustration, since you don't have enough time to focus on getting more clients. You're CEO now. A CEO focus on developing relationships with clients while outsourcing and delegating the work.

The agency business model is brilliant for three main reasons:

1. You get paid up front for the month, every month:

this gives you the resources and budget to outsource your work.

( We're confident our vetted contractors can fulfill your work)

2. Most retainer services -last anywhere from 6 months - 5+ years. Web design service can do this by offering a retainer service for customer service, and updates on their website and/or integrate an SEO Service package to partner with.

3. You can see prospects results online which gives you the leverage of actually showing their current results to how YOUR TEAM can be getting better results if they were to work with you.

I.e. SEO- You can see their competitors are on the first page.

Google ads- You can see that they are paying too much for keywords, etc. ( We'll show you how this works in our training)

their results online Unlike other service business that you get paid per project, you have the freedom to build your agency from these existing clients rather than hunt to survive. You'll also have a predictable income and budget to work with.

Whether your service is SEO, web design, etc, paid ad services, you're paid for results- not time

As a small business ourselves, we know how valuable an automation system is.

With the right methods and team, you can quickly scale your agency from \$10,000 to \$100,000 a month.

### **By the end of this training:**

- You will have the knowledge to be able to create attract, convert, and close more sales consistently.
- Create and build the three phases of your business
- You can have a predictable income

# WHO I AM

Helping entrepreneurs automatically receive new clients every month with simple automation strategies.

I founded Silicon Beach Academy that help businesses generate sales online through paid ads and automation strategies. After massively increasing businesses' ROI with some simple automated formulas, I created Silicon Beach Academy to show entrepreneurs similar proven strategies that help side-hustlers make the leap to full time entrepreneurs. I remember when I started to learn about digital marketing. I jumped into every marketing training courses I could get my hands-on, and what ended up taking me four years to get clients, I could have done in about six weeks.

The reason this took four years to finally get momentum was because I didn't have any type of mentor that was guiding me to give me the clarity and action steps I needed to get predictable results. Since didn't listen to just ONE person but took advice from 10 -15 different marketing experts, I was thrown in all different directions. Looking back I realize my process could have simplified by just understanding the foundation of how to get clients and give them great results. I know that the majority of coaches and consultants struggle with this "shiny object syndrome" which is why our training focuses on what moves the needle the fastest; Getting clients quickly in the shortest amount of time.

If you have something that you are passionate about, something that you can work for hours on, and when you talk about it, your eyes light up... That "something" could be the start of the new side business. This can be an additional way to earn money and have your voice be heard. You can start off small with one client and two and then three. And feel up to 1000 to 5000 a month and beyond. And you can do this all at your own pace. Keep your full-time job and start this on the side. Until you're ready to make the leap. And if you're not getting paid doing what you love or not feeling valued. Here's your chance.



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## 6 Week Syllabus

Every successful business needs a system and structure to be able to build and scale. **This is that system.**

### INTRODUCTION

- What we'll achieve
- Housekeeping
- Navigating the portal
- Setting your Goals + Schedule
- Time Management-Time blocking and time tracking methods, focusing tools, etc.

### WEEK ONE: R + D

- Creating opportunities for yourself by finding their problems online
- Where your customers are online
- Creating solutions for your niche
- Creating the perfect business model: How your skill or service that can command a high price.
- How to price your packages
- Where to find expert contractors in your niche, and how to include their price in your services.

### WEEK TWO: YOUR OFFER

- Creating your offer
- Connecting your solution to your market's problem
- Copywriting formulas that get your customer to buy your offer

Aligning your solution to your target market

learn how to simplify and amplify that ONE skill and learn to target that to the right market.

How to disrupt your way to fame & fortune in a crowded, noisy marketplace

Discovering the best solution to their problems that will create a monthly income and urgency.

Developing credibility with testimonials and social proof

Make this time sensitive so you can get paid ASAP for this service

**DONE-FOR-YOU:** Contractors templates, How to find the vetted contractors you need

Bonus: Steal my roledex from my very own contractors I work with!

And for those of you under 40 that don't know what a roladex is....

"Get a Five-finger deal from my deets, dog!!"

## WEEK THREE LINKEDIN

Learn to position your self as an authority figure on LinkedIn

- Learn Sales Navigator hacks
- How to find the best traffic leads from LinkedIn that will convert to leads to get in front of your audience.
- Reaching out to decision makers for:
- Where to find and how to reach out to your targeted niche
- Joint partnerships

Automate and generate: Where to find prospects and reach out to them automatically- the fastest ways to get targeted emails in a specific location using LinkedIn generator

### DONE-FOR-YOU: MESSAGE TEMPLATES, RESOURCES

-LinkedIn automated software to get qualified leads

## WEEK FOUR WRITING EMAILS THAT CONVERT

Save over 1000 hours of copywriting courses, 4 hours of research and technical headaches

- How to automate Cold Email Outreach while still making it look personalized.
- Creating sales funnels/ Email sequences
- How to write cold emails that get opened
- Validating your offer with email messaging
- Video pitches
- Software tools for collecting emails
- Finding & Collecting targeted emails
- Predict income from the amount of emails you send out
- Emailing these leads with copywriting formulas that have a 20% open rate
- 6% of these will lead to your offer
- Automation strategies for lead generation
- Automate and generate: Where to find prospects and reach out to them automatically  
Discover the fastest ways to get targeted emails in a specific location using LinkedIn generator and local business generator
- Predict income from the amount of emails you send out

### DONE-FOR-YOU EMAIL TEMPLATES AND SALES SCRIPTS

Get the exact email templates and sales scripts to use and steps to follow to get your first paying clients in just a few weeks

## WEEK FIVE BUILDING YOUR SYSTEM

- Putting it all together
- Building your automated system
- Sales CRM: Learn to tracking conversions to create a seamless profit engine
- Project CRM: Learn how to onboard new contractors, how to structure your team by creating a project crm to delegate tasks, track their time and stay on budget.
- Learn to “systimize” tasks with videos and resources to avoid repeating yourself

**DONE-FOR-YOU : PROJECT MANAGER CRM , SALES CRM, EMAIL TRACKER**

## WEEK SIX: SELLING

- How we take someone from a total stranger to a high-paying customer on one phone call. We'll cover the theory, the art, the science, and I give you my script and everything.
- Learn what to say on the phone to close sales!
- Practice with others in the group

**DONE-FOR-YOU: SALES SCRIPT**

## DONE FOR YOU BONUSES:

- Using LinkedIn automated software to get qualified leads
- The Perfect Sales Pitch
- Cold Email Scripts
- Closing the sales and collecting payment
- Steps to a smooth onboarding with new clients
- How to hire A+ Contractors to outsource the work
- Reporting and Invoicing
- Scaling your business with funnels





# BONUSES

**Bonus Training :** Creating a seamless system with this onboarding process to prepare for massive scaling.

You'll get the 6 week training along with proven scripts, contractors, guidance, step-by-step instructions, and actions, and live coaching calls.

**Join today & get...**

Lifetime Access to the signature Lean mean sales machine 6 week signature course (\$2,997 Value)

The entire Silicon Beach Academy basic membership free for 6 months ( normally \$27 per month )

Live Group Coaching (\$1,997 Value)

Bonus #2: Support: Private feedback and coaching via Email or Facebook group (\$1,997 Value)

Bonus #3: Marketing: Do-It-for you marketing templates ( \$1445 Value)

landing pages, swipes, Training V12 Training (\$497 Value)

Bonus #5: Sales Scripts, Contracts, Consulting services agreement and software resources (\$997 value)

Bonus #6: "Email scripts and sales funnel templates (\$497 Value)

Bonus #7: Access to our closed facebook group where you can ask questions

Bonus #7: Network with a community of wonderful like-minded people.

Bonus #8: Project managemt system template, CRM set, up, Ad to get the contractors

**Total program training and bonuses value = \$17,482**

**And your investent is only.... \$1997**

When you sign up now, you're going to get...

The actions you need to take to get 3-5 monthly retainer high ticket clients (1500+- 3000 )

Where to FIND these high ticket clients

Predictably know how many clients you can get

What niches you should be targeting

How to write cold emails that convert to 3-5 consultations each week

Automate a sales funnel and understand how to get them to "know, like, trust, and BUY from you

Do you have questions or concerns? Then let's chat.

**SCHEDULE A CALL**

[SiliconBeachAcademy.com](https://SiliconBeachAcademy.com)



# How to get the most from this training

1. This training shows you how to position yourself properly in your industry, for your audience, and **on your own terms**. Please leave a comment on any lesson if you're stuck. You aren't alone. We're here to help you get the most from this course. Ask questions about any lesson in the Facebook group, or in an email at [info@siliconbeachacademy.com](mailto:info@siliconbeachacademy.com)

3. You aren't alone and you never have to feel stuck. We are going to do this work together and help you stay accountable. We also have a Facebook group where you can network with other like-minded people and get support in the group. I'm also available to answer any questions via email or in the Facebook group.

4. Stop thinking about making money and start thinking about how you can exchange your services for money. When your mentality is "I want to make money!" Woo-woo!" Your focus is on money and your services most likely won't be so stellar, because you're not focusing on how you can help people. If you turn that thinking around and exchange a service of yours for someone else's money of exchanging your service. People want value for exchange of their money. You don't make money. You exchange.

## 5. Track Your Progress

We've made it easy for you to log your progress within the member area so you can see exactly which modules and assignments you've done, and which you still have to do. This will help you stay motivated, on track and complete the training.

*DO the work provided in the training*

*UTILIZE the worksheets, Take the quizzes, ask questions.*

*CLARITY The marketing templates provided will give you a lot of direction to project your income and budget*

*PARTICIPATE: Get involved in the Facebook group, develop accountability partners.*

Meet once a week on a webinar

# F.A.Q

## What If I Don't Have Time

You only need a couple of hours a day, and we are going to keep you accountable to help you work through it. You can also check out our recordings anytime and if you miss a webinar, you can watch the recording.

## How Do I Know If It Will Work for Me?

It's a proven system that's been working for our students. If for any reason you aren't happy, you'll receive a full refund within 14 days of the training.

## When Do I Get Access to The Training

You'll get access to one module per week over the course of the six week program. Because we know how easy it is to get overwhelmed these days, we also include two full weeks of implementation time. During your implementation weeks, no new content is released so you have a chance to catch up, review and take action.

## Can I Learn At My Own Pace?

Absolutely! As a new student you'll go through the course as it's released over six weeks.

But we also get that you're busy and may have to take a break.

Every student gets lifetime access to the training. You can retake the program for as long as it's in existence. Also, the training materials are yours to keep, forever.

You will have access in a drip format, where you get the new training every week. Any past training you can access anytime.

## What's The Investment For The Program?

The tuition is \$1997.

[APPLY FOR THE TRAINING](#)

## Do You Offer a Guarantee?

Yes! 100% Risk Free for 14 days.

Our mission is to help you realize your full potential and make the impact in the world you're meant to make. That's why we invite you to participate in our training and if you don't feel we've delivered on our promise within those 14 days, we'll happily refund 100% of your money.

IMPORTANT NOTE: We require your completed assignments from all available modules before we process your refund. Why? Because we know that when you take action and complete the training course work, you'll get results. It's that simple. If you do the work and don't get the value, then we don't deserve your money. Just submit your completed assignments within 14 days of the training start date, and we'll refund you!

*See if Silicon Beach Academy is right for you*

*Schedule a call*



# F.A.Q

## How are we different from any other lead generation training?

We understand how easy it is to get off track with your marketing goals. It seems like every second there is a new shiny marketing object out there that promises to improve your business with a new software that has you spinning in so many different directions.

This is how our training prevents this:

## How is this training structured?

You will have access in a drip format, where you get the new training every week. Any past training you can access anytime. This makes the training digestible and easier to learn, when taught in sizable proportions.

## Overview of the 6 week group training:

We help you build a foundation to get people to convert to your offer.

You'll validate this offer by emailing your target audience automatically. We'll show you where to get your targeted audience's email, what offer to create, and how to automate it) You won't start off spending money immediately on ads like other group training. We want you to get your "Quick wins" build momentum, and validate your offer on a lean budget.

## Will this be fun?

**Yes!** Our great community will help you network with people that you can connect with so you can have fun learning about all these exciting methods that will scale up your business.

We understand how much patience is required to implement, and learn new systems which is why we've done this all for you. Our goal is to get you excited about learning how to get more clients, and getting your first quick wins. We want your experience to be fun and as seamless as possible.

### **EASY TO FOLLOW**

We create an interactive process on how to build your automation system and get more client. You're input is valuable and acknowledged. We want to reach your goals, and get clients! This is why we have a 24 hour email support.

We also have a project management system where all of the templates and assignments are located. They are organized for each week, and can add your assignments, leave comments, and even time yourself!

Once you sign up for the program, you'll have a lifetime of full access to all of the worksheets, templates, and resources.