



World Class

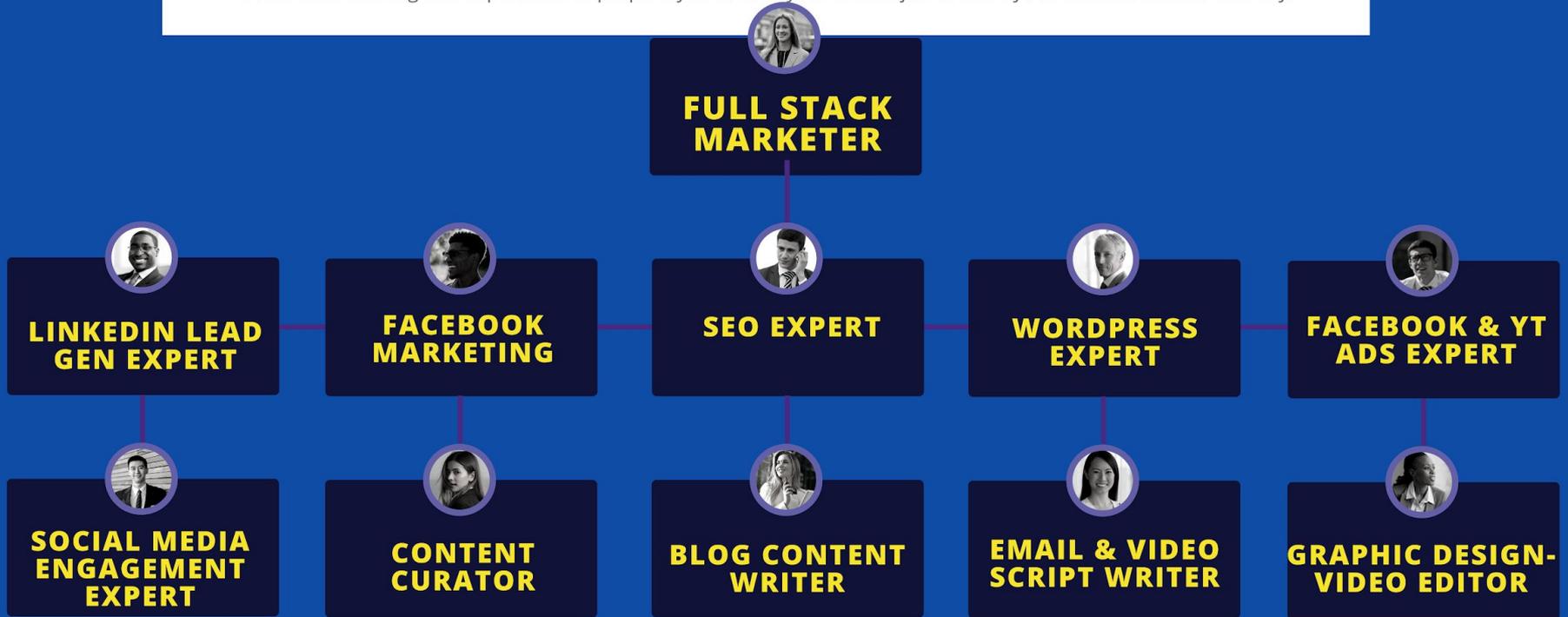
Digital Marketing Volunteer Work-Learning Program

with Paramount Business Coach

Acquire new skills to land your dream job or build your dream business.

Digital Marketing Career & Entrepreneurship Opportunities

There is a HUGE demand for online marketing professionals who are excellent at their craft. The skills you develop through our digital marketing internship program is designed to equip you with world class training and experience to prepare you to land your dream job or build your dream business one day.



HOW TO ACQUIRE NEW SKILLS AS A DIGITAL MARKETING SPECIALIST?

	Get Your College Degree in Digital Marketing	Enroll in Digital Marketing Certification Training <small>ie Simplilearn</small>	Volunteer Work-Learning with Paramount Business Coach
Cost	\$200K-\$300K for 4 years	\$1,500-\$10,000	No Charge

QUALIFICATIONS FOR ALL TRACKS

PERSONAL-EXECUTIVE SKILLS	PREREQUISITES
Ability to follow directions; active listening skills	Must already know how to use excel, Google drive
Attention to detail, checking your own work, common sense, critical thinking skills, EQ	a strong grasp of our customer avatars and how they would communicate.
Fast learner, problem solving skills, takes initiative	ability to write in our brand's voice
Honest, reliable, punctual, professional, positive person	
Time management skills, efficient, productive	

Track 1: Social Media Engagement Expert

RESUME GOAL:	Created a dramatic increase in social media engagement resulting in higher SEO rankings and measurable increase in brand awareness among target market.
LEARNING OBJECTIVES	Learn how to generate engagement on social media.
PRE-REQUISITES:	A strong grasp of our customer avatars and how they would communicate. Demonstrate the ability to write in our brand voice.
TASKS:	Writing relevant comments and questions in the voice of our customer avatars.
	Engaging with other people's social media content as our brand's voice.
	Curating content our target market would engage with - writing copy for those posts.
	Posting content & engaging in LinkedIn & FB groups

Track 2: Content Curator

RESUME GOAL:	Provided constant supply of fresh social media content that got high engagement from the company's target market.
LEARNING OBJECTIVES	Learn different ways to curate content the target market would engage with. Learn how to write compelling, attention grabbing copy to get people to click on the content. Learn how to write hooky openings and engagement questions.
PRE-REQUISITES:	A strong grasp of our customer avatars' desires, goals, challenges and pain points. Demonstrate the ability to write in our brand voice.
TASKS:	Conduct keyword research to determine best long tail KW for headlines and titles.
	Create curated blog posts - write hooky opening, closing and engagement question.
	Curate short video content - write a hooky short update related to the video.
	Convert existing video content into blogs and existing blogs into videos.
	Promote and track engagement with published content on social media and blogs.

Track 3: Blog Content Writer

RESUME GOAL:	Portfolio of writing high quality original blog articles on a variety of topics ranging from: sales & marketing strategies, hiring and training, success mindset, home remodeling tips, homeowner insurance, and more.
LEARNING OBJECTIVES	Learn multiple techniques to writing high quality SEO optimized blog articles. Learn how to write Pillar Blog posts.
PRE-REQUISITES:	You love to write. You can read 5 articles on the same topic and re-write content in your own words. You can edit your own writing. You can write in everyday conversational language.
TASKS:	Write opening and closing paragraphs for curated content.
	Conduct keyword research, evaluate and choose most appropriate keyword phrases to optimize.
	Convert audio and video content into original blog articles.
	Write 800-1,500 word keyword optimized blog posts.

Track 4: Email & Video Script Writer

RESUME GOAL:

Wrote email series campaigns that consistently achieved 40-60% open rates and 70-90% click through rates. Wrote video scripts that consistently achieved 70-90% video view rates.

LEARNING OBJECTIVES

Learn how to write email series that get high open and click rates.
Learn different styles of video and how to structure and write video scripts for each style.

PRE-REQUISITES:

You love to write. You can read 5 articles on the same topic and re-write content in your own words. You can edit your own writing. You can write in everyday conversational language.

TASKS:

Write email series appropriate to each type of sales funnel. [templates & training provided]

Write compelling email subject lines and track open rates for each.

Write hooky openings, direct response headlines for video scripts.

Track 5: Graphic Design - Video Editor

RESUME GOAL:	Creative Content Designer - portfolio of making videos and graphics look great, grab attention and build the company's brand.
LEARNING OBJECTIVES	Learn how to create stunning graphics and marketing assets using sound design principles. Learn how to edit videos using Camtasia, YouTube video editor and/or Adobe After Effects.
PRE-REQUISITES:	You must have an eye for design and demonstrate common sense in making editing decisions. For VIDEO EDITING: You must have a computer with 32 GB RAM and a graphics card. AE preferred. > see https://www.surfaceremixproject.com/much-ram-need-video-editing/
TASKS:	Edit videos, adding right music, sound effects, typography, graphics, headers, footers, end screens.
	Convert audio into videos. Create new videos from text and graphics.
	Design branded checklists, templates, lead magnets, worksheets, blog title images, social media graphics, call to action images, product images, logos, illustrate powerpoint slides and more.

Track 6: LinkedIn Lead Generation Expert

RESUME GOAL:	Consistently generated 20+ targeted pre-qualified B2B leads every week to book a free consultation using LinkedIn.
LEARNING OBJECTIVES	Learn how to use LinkedIn messaging to generate leads for a business.
PRE-REQUISITES:	A strong grasp of our customer avatars' goals and challenges. Demonstrate the ability to write in our brand voice. Must be highly organized in using Google excel sheets.
TASKS:	Send and respond to LinkedIn messages following our LinkedIn messaging series campaigns.
	Track and organize LinkedIn conversations by stages in our customer value journey.
	Follow up in a timely manner while converting the advice campaign into curated blog posts and promotions.

Track 7: Facebook Marketing

RESUME GOAL:

Generated additional 5,000 targeted LIKES to Facebook business page. Increased engagement on organic Facebook posts. Converted FB page visitors into leads using messaging series.

LEARNING OBJECTIVES

Learn how to leverage Facebook groups to grow an audience, increase LIKES, engagement and leads. Learn how to use messaging automations on Facebook.

PRE-REQUISITES:

You have a strong handle on using Facebook, FB pages and FB groups. A strong grasp of our customer avatars' goals and challenges. Demonstrate the ability to write in our brand voice. Must be highly organized in using Google excel sheets.

TASKS:

Prepare compelling content to post on FB business page then post.

Engage in targeted FB groups to drive engagement to those posts and increase LIKES to the post and the FB business page.

Set up messaging series using Mobile Monkey.

Engage and respond to direct messages and more.

Track 8: SEO Expert

RESUME GOAL:	Increased web page rankings on Google from page (15) to page 1 through SEO. Increased YouTube episodes from page (15) to page 1 on youtube search results.
LEARNING OBJECTIVES	Learn how to implement multiple SEO techniques including (but not limited to): keyword research, on page SEO, building backlinks, increasing engagement on social media, optimizing Google search, etc.
PRE-REQUISITES:	Already mastered writing social media comments from the language of our target market and from our brand voice.
TASKS:	Optimize blog posts and web pages for on page SEO. H1, H2 tags, alt tags, KW density, meta description...
	Find and fix broken links, increase backlinks
	See full list of SEO tasks here: https://backlinko.com/google-ranking-factors

Track 9: Wordpress Expert

RESUME GOAL:

Created beautiful mobile optimized Wordpress websites that loads quickly and indexes properly.
Created high converting landing pages that consistently achieved 50-90% lead conversions.

LEARNING OBJECTIVES

Learn how to create, format and SEO optimize a new blog post in Wordpress.
Learn how to create well designed landing pages using Wordpress.
Learn how to create a brand new Wordpress website.

PRE-REQUISITES:

You are a techie. You are a fast learner. Must have a good eye for design.
Must have a fast computer and high speed internet. Previous experience with Wordpress preferred.

TASKS:

Create new pages and posts in Wordpress.

Practice creating a new Wordpress website.

Practice converting existing Wordpress websites into a new theme and more...

Track 10: Facebook Ads & YouTube Ads Expert

RESUME GOAL:	Created, managed and optimized FB and YouTube ad campaigns that resulted in 2-1 ROI
LEARNING OBJECTIVES	Learn how to use the Facebook Ad platform: targeting, ad goals, ad sets, ad budget, conversion, etc Learn how to validate sales funnels convert before launching Facebook or YouTube Ad campaigns.
PRE-REQUISITES:	<ul style="list-style-type: none">• Must have a strong understanding of our customer avatars desires, pain points, competitors.• Must have experience tracking sales funnel conversions, landing page creation & optimization.
	<ul style="list-style-type: none">• Strong graphic design, video editing & landing page creation to create the ad campaign assets.
	<ul style="list-style-type: none">• Strong copywriting skills to write ad copy that converts.
	<ul style="list-style-type: none">• Mastery or creating compelling organic content to develop warm traffic audience ad groups.
	<ul style="list-style-type: none">• Mastery of tracks 2, 3, 4, 5, and 9 to have the skills necessary to achieve your resume goal.
TASKS:	Create ad campaigns based on existing proven high converting sales funnels.

Track 11: Full Stack Marketer

RESUME GOAL:	Able to execute and project manage the complete life cycle and 10 specialty areas of digital marketing
LEARNING OBJECTIVES	Learn how to interview, hire, fire and manage freelancers and internal marketing team. Learn how to successfully project manage each marketing specialty.
PRE-REQUISITES:	<ul style="list-style-type: none">• Must have a strong understanding of our customer avatars desires, pain points, competitors.• Must have experience tracking sales funnel conversions, landing page creation & optimization.
	<ul style="list-style-type: none">• Strong graphic design, video editing & landing page creation to create the ad campaign assets.
	<ul style="list-style-type: none">• Strong copywriting skills to write ad copy that converts.
	<ul style="list-style-type: none">• Mastery or creating compelling organic content to develop warm traffic audience ad groups.
	<ul style="list-style-type: none">• Mastery of tracks 2, 3, 4, 5, and 9 to have the skills necessary to achieve your resume goal.
TASKS:	Manage the successful execution of the full life cycle of marketing mix between self and other team members.

**Which Track Are You
Most Excited About?**

Our 4 Customer Avatars

	B2C Local Business Owner \$500K-\$10M	Franchisor - Franchisees \$500K-\$10M
	Indicates the business owner is investing higher levels of time and money on getting more clients.	Indicates the business owner is investing higher levels of time and money on getting more clients.
Behavior Targeting Lists	<p>Networking Lists: LeTip, BNI, EF, Young Entre</p> <p>Advertises: 1/2 & Full Page Ads in Print Magazines</p> <p>Trade Show Booths - - search conference apps</p> <p>Private Biz Club Members: Union League, Pyramid Club</p> <p>Family Run Business Groups</p>	<p>Emerging Franchisors Under 50 Locations Lists</p> <p>IFA Conference Attendees</p> <p>Emerging Franchisor Magazines, Community Groups, Social Media Groups</p> <p>Best Franchises to Buy Lists - - search conference apps</p>
Types of Businesses:	TRADES: Builders, Chiropractors, House Cleaning, Electrician, Fences, House Painters, Interior Designers, Landscaping, Naturalpath Medicine, Pool Installers, Stucco Remediation, Vet Clinics, Windows	Biz Ops, Financial franchises, Cleaning companies, Niche Magazines, Pet Grooming, Senior Home Care,
Customer Avatar	<p>Bill the Builder (\$8M)</p> <p>58 yrs old, male, married, 3 kids (ages 17, 22, 26), lives in NJ</p>	<p>Laura, Senior Home Care Franchisor (\$18M)</p> <p>56 yrs old, female, married, 2 kids (ages 24, 26) lives in La Jolla, CA</p>
	Bill started this business 30 years ago. He lives 10 min. from his office and has a crew of 10-14 + 1 GM + 1 office staff. His wife often helps in office.	Laura knows the home health care system from her 30 year career as a private nurse. She ventured out to start her business that exploded which led to becoming a franchisor.
Goals	<ul style="list-style-type: none"> > Bill wants to have a well trained team and GM, so the business can continue to grow without him. > Bill wants to retire soon, but still have revenue from the business. > Bill needs a better way of securing big projects that is repeatable and not contingent on him. 	<ul style="list-style-type: none"> > Laura wants to build out a marketing system that is turnkey that her franchisees can follow even if they didn't come from the nursing background. > Laura needs to build internal systems to help her franchisees succeed even if they didn't come from an entrepreneurial background.
Values:	Bill believes in investing in his people. He values being respected as the leader in his industry. He values delivering consistent high quality work.	Laura truly wants every franchisee to deliver on their brand promise for offering superb care and support for seniors.
Challenges:	<p>Bill is old school, so his challenge is online marketing, social media and technology is all new to him and he knows it will be a huge learning curve.</p> <p>Bill knows his business needs to adopt current approaches t marketing, but he doesn't know who to trust. He has already been burned hiring marketing agencies in the past who took \$100K with no real ROI to show for it.</p>	<p>Recruiting nurses is an ongoing challenge. It's the chicken and egg ... the franchisees can't grow if they can't provide enough quality nurses.</p> <p>Teaching franchisees how to recruit nurses on LI is a challenge because they don't really speak the same language when franchisees don't come from a nursing background.</p> <p>Babysitting her franchisees is a challenge - people didn't come from previous business ownership and they don't have the success habits developed as an entrepreneur.</p>
Pain Points-Fears:	<p>FEAR that his business will go under if he's not the one running it.</p> <p>FEAR that he will end up working same intense schedule in the next 5-10 yrs when he really wants to slow down, enjoy the fruits of his 30 yrs labor and retire.</p>	

	Solopreneurs - \$50K-\$400K	B2B Service Business Owner \$500K-\$10M
	Indicates the business owner is investing higher levels of time and money on getting more clients.	Indicates the business owner is investing higher levels of time and money on getting more clients.
Behavior Targeting Lists		<p>Networking Lists: LeTip, BNI, EF, Young Entre.</p> <p>Advertisers: 1/2 & Full Page Ads in Print Magazines</p> <p>Trade Show Booths - search conference apps</p> <p>Private Biz Club Members: Union League, Pyramid Club</p>
Types of Businesses:	Accountants, Advisors, Agents, Attorneys, Authors, Chiropractors, Coaches, Consultants, Experts, Financial Planners, Graphic Designers, Nutritionists, Personal Trainers, Photographers, Professional Organizers, Psychologists, Speakers, Therapists, etc	Brokers, Commercial Office Space, Corporate Trainers, Executive, Search Firms, Financial Planners - Investment Brokers, Insurance Agencies, Management Companies, Marketing / PR / Web, Design Agencies, Promotional Product Companies, Security Systems, Staffing Agencies, Training Centers, Venture-Private Equity Firms.
Customer Avatar	Christina the Success Coach (\$175K) 48, female, married, 2 kids (ages 14, 17), lives in Denver, Colorado.	Dan, the Workaholic CEO (\$3M) 36 yrs old, male, married, 3 kids (ages 2, 4, 7) lives in Warminster, PA.
	Christina works out of her home office running her business primarily alone with the help of a part time virtual assistant.	Dan started his security business 11 years ago and grew it to 3M primarily through deals he prospected and closed himself.
Goals	<p>> Christina wants a predictable system to attract a steady flow of higher level clients.</p> <p>> Christina wants to add additional revenue streams that are leveraged, so she's no longer trading time for money to grow her business.</p>	<p>> Dan wants to find a sales manager he doesn't have to manage who can recruit, train and manage a high performing sales team - that includes a more direct path for effective lead generation.</p> <p>> Dan wants to shave 10 hours off his work week, so he can be at home more with his wife and 3 little girls.</p>
Values:	Christina is committed to professional development, providing value for her clients, she values her family which is why she wants to create a freedom business	Dan is committed to building his reputation as the leader in his industry.
Challenges:	Christina is great at what she does. She loves helping her clients reach higher levels of success, but Sheryl struggles with marketing her business. She feels constrained that she doesn't have the amount of time and money to do the kind of marketing non solopreneurs have the capacity to do. The challenge is not knowing what marketing strategy will work for her with a small budget of 1 hour a day and less than \$500 a month marketing budget.	<p>Dan has so much knowledge as a security expert which is why he has been so successful selling multi million dollar contracts using his consultative selling approach, but Dan doesn't know how to transfer his knowledge to his sales team, so he ends up needing to come close the deals for them.</p> <p>Dan doesn't enjoy managing his sales team. He just wants them to get their job done and build their book of business.</p>
Pain Points-Fears:	FEAR of not achieving her personal greatness - don't want to feel like an average person	Dan frequently cancels his 1-1 sales team mtgs when he is overwhelmed with competing priorities like delivering the work
	FEAR of not being able to put her kids through college	Dan doesn't have a lead gen system his sales team can learn, so his team ends up wasting a lot of time trying old school methods that no longer work.
		FEAR that his marriage and family life will suffer and worsen if he doesn't figure out a way to systematize his business growth and operations, so he can work less.
		FEAR if he will not be able to be a good provider for his family.