

MARKETING TRAINING

INSTALL A PROVEN MARKETING PLAN IN JUST 12 SESSIONS.



WHAT IF EVERY MARKETER IN YOUR ORGANISATION HAD THE TOOLS TO STREAMLINE OPERATIONS, ORGANISE RESOURCES, AND ACHIEVE MEASURABLE RESULTS?

TRANSFORM YOUR TEAM.

The 12-Session Marketing Training Programme is a structured journey designed to enhance marketing skills and build confident, capable marketers.

EXPERT COACHING.

Through expert coaching, practical strategies, and actionable insights, this programme builds the confidence, skills, and mindset needed to achieve exceptional results.

THIS IS MORE THAN JUST TRAINING

How many times have you invested in training without getting great returns? By integrating training with coaching, individuals gain the structure, support, and repetition needed to develop skills that last and deliver real impact.

Traditional training alone often falls victim to the 'forgetting curve', where learners forget up to 90%* of new information within a week without reinforcement.

Coaching bridges this gap by providing ongoing support, helping individuals apply knowledge in real world contexts, and reinforcing learning over time. This combination ensures that new skills are not just learned but mastered, retained and used.



MY



KEY BENEFITS OF COMBINING TRAINING AND COACHING:

- 1. Reinforces Learning:** Coaching revisits training content, combating the forgetting curve and solidifying knowledge.
- 2. Supports Real World Application:** Coaches help translate theory into practical, actionable skills tailored to specific roles or challenges.
- 3. Provides Accountability:** Regular check-ins ensure consistent progress, boosting motivation and commitment to skill development.
- 4. Addresses Individual Needs:** Coaching offers personalised guidance, addressing unique challenges and knowledge gaps.
- 5. Drives Long-Term Retention:** Through spaced repetition and continuous feedback, coaching helps embed skills for sustainable success.



WHY IS STRONG MARKETING ESSENTIAL TO BUSINESS SUCCESS?

KEEP YOUR TEAM CURRENT

Skilled marketers who organise workflows, prioritise tasks, and guide your brand to success.

ENSURE SMOOTH OPERATIONS

Effective marketers ensures resources, processes, and people align with business objectives

BUILD ACCOUNTABILITY

Marketers who drive accountability, maintain clear communication, and focus on achieving results.

WHY INVEST IN A MARKETING TRAINING & COACHING PROGRAMME?

→ WHAT WOULD AN UPSKILLED MARKETING TEAM MEAN FOR YOUR BUSINESS:

Drive faster growth, smarter campaigns, and better ROI through stronger strategy and execution. An upskilled team turns marketing into a true growth engine.

→ EQUIP YOUR TEAM WITH PROVEN STRATEGIES TO CRAFT COMPELLING CAMPAIGNS, ANALYSE DATA EFFECTIVELY AND DRIVE CUSTOMER LOYALTY.

This unique programme doesn't just train your team, it transforms them, with weekly actions and accountability.

→ WHAT'S THE COST OF INEFFECTIVE MARKETING?

Wasted budget, weakened brand impact, and missed growth opportunities. Over time, it lets competitors win where we should lead.

HOW DOES A 12 SESSION PROGRAMME WORK?

LEARN CONSISTENTLY

12 bite-sized, 90 minute modules designed for easy consumption (unlike full-on training days).

Practical lessons build on each other, creating a powerful foundation for management success.

ENGAGE ACTIVELY

12 X 90 minute, 1-hour facilitated sessions led by an ActionCOACH-certified trainer.

Discussions, goal-setting, and hands-on application to reinforce learning.

MEASURE & IMPROVE

Regular tracking of KPIs keeps Your managers accountable and ensures continuous progress

Feedback loops provide actionable insights to refine skills and strategies.



SCHEDULE:

1	Unpacking Modern Marketing	7	KPI & Results Tracking
2	Identify Your Core Target Market	8	7/11/4 - What does it mean & What to do about it
3	The 3 Core Types of Marketing	9	Identifying & Becoming A Key Person Of Influence
4	Direct Marketing - How and When to use it	10	Identify Your Unique Selling Proposition & Guarantees
5	Digital Marketing - How & When to use it	11	Email Marketing & Video Marketing
6	Relationship Marketing - How & When to use it	12	What to do now....

WHY CHOOSE THIS PROGRAMME?

→ What results could your team deliver with the right training?

Measurable outcomes, improved productivity and increased efficiency.

→ What's the secret to long-term sales success?

Consistent improvement, accountability, execution and skill refinement.

→ Why trust MYBUSINESS COACH?

With over 3 decades of experience helping hundreds of thousands of businesses succeed, Our Team knows this will work for you. But you don't. That's why we guarantee you'll be pleased you gave it a go and if you're not, we'll refund you your money and pay you for your time, that's how certain we are that this will be a great investment for you.



AT £200 PP PER MONTH YOUR ROI IS UNDENIABLE

WHAT IMPACT WOULD AN OPTIMISED
MARKETING TEAM MAKE TO YOUR
ORGANISATION?

READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

Ready for your Marketing team to achieve extraordinary results in just 12 sessions?

The 12-Session Marketing Training Programme delivers the skills, mindset, strategies, accountability and support your team needs to thrive.

The next chapter of your success story starts here. Phone today and see guaranteed results in just 12 sessions of working with your local Action trainer.

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