

# GRO Project introduction

## Timeline

### Introduction

The GRO project classes are scheduled twice (2) a week for approximately 2 hours each. The complete training program is laid out on a conservative 12 weeks. Depending on your group, it could be completed earlier.

## Syllabus

### Week 1

#### 1.1 Orientation (PDF 1.0)

A brief introduction to the GRO project by your mentor for your group. The tools that we will use during the training process will be demonstrated and explained to you. The contract will also be made available to review.

##### 1.1.1 Accounting Consulting (PDF 1.1)

This is a mandatory meeting with our certified public accountant. The accountant will go over any details that involve incorporation, taxation etc. The members are not required to go with any of the services through our accountant, but they must go through the consulting.

##### 1.1.2 Merchant Account Consulting (PDF 1.2)

This is an optional meeting for members who do not have a merchant account. In this meeting you will be speaking to a third party merchant services company. Members are not required to go with our merchant services.

##### 1.1.3 Orientation Goals

- Complete the Member Questionnaire (form 1.1)
- Fill out the group communication form (form 1.2) (Ensure that communication within the group is vital between all members)
- Understand that attendance is critical to every single meeting
- Each member should register on the forums
- Each member must understand Google Sites and how to retrieve files for eBooks and lessons
- Each member must choose a domain name for their niche
- Link to the "Secret" Movie

## 1.2 Keyword Research (PDF 2.0)

Keyword research is the first class that teaches you on how to start your Search Engine Marketing campaign. Your mentor will explain why keyword research is important and how to apply different techniques and methods to make your keyword research successful.

### 1.2.1 Keyword Research Test (test 1.0)

This is a review test that is given right after the lesson to answer any outstanding questions and make sure that each member understands the basics.

### 1.2.2 Keyword Research Homework (document 1.1)

This is the first step in working on your business where you will be using the techniques taught in the lesson to apply to your niche web store.

### 1.2.3 Keyword Research eBook (ebook 1.0)

This is mandatory reading material to see all the ways possible to do Keyword Research.

## Week 2

### 2.1 Persona (PDF 3.0)

Persona is the most important lesson of this program. Persona is about identifying your target market. Your mentor will reveal secrets as to how major corporations are able to control and transform their visitors into customers through a researched design and content creation. This presentation is crucial to your online success and is a definitive key in the success of our members.

#### 2.1.1 Persona Test (test 2.0)

This is a review test that is given right after the lesson to answer any outstanding questions and make sure that each member understands the basics.

#### 2.1.2 Persona Homework (document 1.2)

This is the second step in working on your business where you will be using the techniques taught in the lesson to apply to your niche web store.

#### 2.1.3 LPO eBook (ebook 2.0)

This is mandatory reading material to understand the purpose of LPO and how conversion work.

### 2.2 Social Types (PDF 13.0)

Social Types is an in-depth subject that ties in with your Persona. By understanding different Social types and how they work, you will be able to provide optimal customer service and effective targeting to your audience.

#### 2.2.1 Keyword Research Homework Review (document 1.1)

Review of your mandatory exercise on keyword research. Your mentor will give you new hints and advice to properly complete your exercise. (Review document 1.1)

## Week 3

### 3.1 Persona Homework Review (document 1.2)

Review of your mandatory exercise on keyword research. Your mentor will give you new hints and advice to properly complete your exercise. (Review document 1.2)

### 3.2 Search Engine Optimization (PDF 4.0)

A complete class on how to successfully rank your online business organically among the top search results on major search engines. This presentation will provide you with the knowledge to get invaluable traffic from the different search engines and give your business the exposure it needs to succeed.

#### 3.2.1 Search Engine Optimization Test (test 3.0)

This is a review test that is given right after the lesson to answer any outstanding questions and make sure that each member understands the basics.

#### 3.2.2 Link Exchange List (document 1.3)

GRO Project has compiled a list of link partners that you can use and contact to expedite the link campaign.

#### 3.2.3 Linking Strategies eBook (ebook 3.0)

This is optional reading material on strategies for attaining links.

## Week 4

***\*Contracts need to be signed, notarized and mailed by week 4!\****

### 4.1 Article Marketing (PDF 5.0)

Article marketing is an advanced technique of search engine optimization that is critical to create new doorway passages to your website. Two (2) types of article marketing will be explained and the rules of writing such articles will be revealed.

#### 4.1.1 Article Marketing Test (test 4.0)

This is a review test that is given right after the lesson to answer any outstanding questions and make sure that each member understands the basics.

#### 4.1.2 Article Marketing Homework (document 1.2)

(10) Spam Article / (1) Informative (Informative includes technical or press release). The Official Persona document 1.5 should be used to perform this exercise.

### 4.2 Philosophy Behind Selling (PDF 5.0)

This class is an introduction to copywriting and the philosophy behind it. Subjects such as hypnotic marketing, up words, and psychological marketing are taught in this lesson.

## Week 5

### 5.1 Article Marketing Homework Review (document 1.2)

Review of your mandatory exercise on the two (2) types of articles. Your mentor will give you new hints and advice to properly complete your exercise.

#### 5.2.2 Applying Persona to Product Sales Copy (document 1.2)

This lesson will show you how to put the whole picture together by applying your target market (persona) to your sales copy and making the ultimate sales pitch that will make your visitor buy from you and become a lifetime customer.

- Sample of Sales Copy (PDF 5.1)

#### 5.2 .3 Persona with Sales Copy Homework

You will be using the techniques taught in all the sales copy lessons and article lessons to apply the perfect sales copy to your niche product. You will be required to write (1) perfect sales copy.

## Week 6

### 6.1 Persona with Sales Copy Homework Review (document 1.2)

Review of your mandatory exercise on sales copy. Your mentor will give you new hints and advice to properly complete your exercise.

### 6.2 Complete Review on Marketing

This meeting marks the end of the marketing section of the program. Your mentor will go over every single presentation and exercise to make sure you understand.

## Week 7

***\*Contracts need to be received in order to have access to SCE.\****

### 7.1 Shopping Cart Elite training: 1 of 4

Product Setup Module, Article Marketing Module

#### 7.1.1 Brand List (available through SCE Product Setup)

GRO Project Buying Group will hand out a manufacturer's brand list that you will be able to access through the participating manufacturers who will sell to GRO Project with extremely competitive discounts.

### 7.2 Shopping Cart Elite training: 2 of 4

General Store Setup, Design Confirmation, About Us

## Week 8

### 8.1 Shopping Cart Elite training: 3 of 4

Review of Product Data entry, Review Article Submissions

### 8.2 Shopping Cart Elite training: 4 of 4

Review the business operation modules and conclude any questions or installation problems.

## Week 9

### 9.1 Business Management: 1 of 2 (PDF 8.0)

A detail oriented presentation about the various policies, terms and conditions that need to be present on your website. A few examples of credit card frauds and solutions on how to avoid them will be presented. Also a few customer service scenarios will be presented by your mentor. A mandatory exercise will follow this presentation.

#### 9.1.1 Writing a Professional About Us Homework

You will be using the techniques taught in the business management lesson to create your About Us text for your web store.

### 9.2 Business Management: 2 of 2 (PDF 9.0)

In this presentation, your group will go over the different sales methods and channels such as eBay and Amazon. A brief guide on how to market your niche online such as using blogs, etc, will be presented. Finally, a quick overview of Pay Per Click (PPC) advertising will be included.

#### 9.2 .1 Writing a Professional Terms & Conditions and Privacy Policy

You will be using the techniques taught in the business management lesson to create your Terms and Conditions and Privacy Policy.

## Week 10

### 10.1 Complete Business Management Review

Review of your mandatory exercise on your About Us page as taught in business management part I. Your mentor will give you new hints and advice to properly complete your exercise. Review of your mandatory exercise on your Terms and Conditions and your Privacy policies pages as taught in business management part II. Your mentor will give you new hints and advice to properly complete your exercise.

#### 10.1.1 Business Management Test (test 6.0)

This is a review test that is given right after the lesson to answer any outstanding questions and make sure that each member understands the basics.

### 10.2 Brand Identity (PDF 11.0)

This is an introduction to the importance of Brand Identity. A series of case studies will be presented on how a brand identity is used and your mentor will explain the importance of a logo as well as a complete corporate brand identity.

## **MANDATORY COURSES COMPLETED**

### **Week 11**

#### **11.1 Advanced Article Marketing (PDF 6.0)**

The second part of Art of selling will give more details regarding the techniques used in copywriting and it offers a writing guidebook for you to follow when writing your sales copies and your articles.

### **Week 12**

#### **12.1 Art of Selling Test (covers Philosophy of Selling and Advanced Article Marketing) (test 5.0)**

This is a review test to answer any outstanding questions and make sure that each member understands the basics.

### **Week 13**

#### **13.1 Product Research (PDF 7.0)**

Introduction to the different types of products and a guide on how to find and approach suppliers will be proposed. SCE and GRO integration will also be a part of this lesson.

### **Week 14**

#### **14.1 Design and Landing Page Optimization (PDF 10.0)**

The goal of this presentation is to have you understand the differences between graphic design and web design and differentiate good design from bad design. It also outlines exactly what GRO Project brings to the table for your business in terms of design.

### **Week 15**

#### **15.1 Creating a Business Plan (PDF 12.0)**

This is an Introduction to the importance of a business plan. Your mentor will outline the steps you need to take to create a business plan, use it and how beneficial it will be for your site.

##### **12.1.1 Business Plan Chart (document 1.7)**

This is an outlined proposal plan that GRO Project generated for each member.

### **Week 16**

#### **16.1 Business Plan Review**

This is a review of your Business Plan, and your mentor will give you new hints and advices to properly complete your exercise.

## **Week 17**

### **17.1 Craigslist**

## **Week 18**

### **18.1 eBay**

## **Week 19**

### **19.1 MySpace & Facebook**

## **Week 20**

### **20.1 Twitter & Youtube**

## **Week 21**

### **21.1 Business Plan Finalization**

Complete the business plan and submit key facts for approval.