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# Master Class

## 2016 Event Schedule

[www.AviationBusinessConsultants.com](http://www.AviationBusinessConsultants.com)

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### Overview

ABCI understand that the more our clients and members know about marketing, the better results they will achieve. We also understand how busy you are!

### Goals

We cover one topic in depth each month. As you make relevant improvements to your marketing system, you will see continuous improvement.

- You may feel that some topics apply more than others, but you will find that each topic will have several ideas that you can profitably implement if you keep an open mind and think creatively. (The best ideas are often unexpected!)
- Consistent effort is more important than complete mastery of any given topic. Execution is more important than perfection.

### Using the Executive Brief in Your Business

Attend live events when you can. You'll be able to listen and ask questions of our speakers in real time.

Whether or not you're not able to attend the live Executive Brief session, you will receive recordings and transcripts and can use the ideas to improve your own sales and marketing system.



## Aviation Marketing Master Class

Use the monthly Executive Brief topic to plan improvements to your sales and marketing program!

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Live Aviation Marketing Briefings  
3<sup>rd</sup> Wednesday of each month  
1:00 Mountain Time

Facilitators: John & Paula Williams  
E-Mail: [Paula@ABC11.com](mailto:Paula@ABC11.com)  
Phone: 702-987-1679  
Office Hours (Gold Members)  
Wednesdays 2:00 -3:00 Mountain Time

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### Materials:

**Bronze Level Members** –Online access only at [ABC11.Customerhub.net](http://ABC11.Customerhub.net)  
Login using your credentials.

**Silver Level Members** – You will receive hard copy materials and DVDs by postal mail in addition to online access to materials.

**Gold Level Members** –Access via office hours & custom onsite training

**Platinum and Diamond Members**  
See Mastermind Schedule

### Weekly Activities:

Create a schedule that works for you and your company. Below is an example:

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#### Marketing Mondays

Sales & Marketing team meetings. Set objectives. Evaluate your pipeline.

Create new materials and revise old ones. Make sales calls.

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#### Webinar Wednesdays

Attend live webinars, or review recordings of your choice. Spend one hour learning new sales and marketing techniques, your CRM (Customer Relationship Management) software or new social media technology

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#### Facebook Fridays

Engage with your Top Ten most desired customers, current customers, and partners via social media.

Month	Topic	Book	Date
<b>January</b>	Phase One – Prospecting	No B.S. Social Media Kim Walsh-Phillips	Wednesday, January 20, 2016 1:00 Mountain Time
<b>February</b>	Phase Two – Building Credibility & Closing	Trust Based Marketing Matt Zagula	Wednesday, February 17, 2016 1:00 Mountain Time
<b>March</b>	Phase Three - Resells, Recaptures & Referrals	The Referral Engine John Jansch	Wednesday, March 16, 2016 1:00 Mountain Time
<b>April</b>	Branding Workshop	Brand Building Direct Response Kennedy & Waldon	Wednesday, April 20, 2016 1:00 Mountain Time
<b>May</b>	Showing Rather Than Telling Visual Storytelling	The Art of Digital Marketing Caprelli & Gaps	Wednesday, May 18, 2016 1:00 Mountain Time
<b>June</b>	Trade Shows Strategies, Prep & Follow Up	Get the Most out of Trade Shows - Steve Miller	Wednesday, June 15, 2016 1:00 Mountain Time
<b>July</b>	Website Traffic – SEO	SEO 2016 Adam Clarke	Wednesday, July 20, 2016 1:00 Mountain Time
<b>August</b>	Qualifying Prospects Determining Where to Spend Resources	Power Prospecting B2B Patrick Henry Hansen	Wednesday, August 17, 2016 1:00 Mountain Time
<b>September</b>	In-Person Sales Presentations + Social Media Survey	Even a Geek Can Speak Joey Asher	Wednesday, Sept 21, 2016 1:00 Mountain Time
<b>October</b>	Statistics, Measurements & ROI	Predictive Analytics Eric Siegel	Wednesday, October 19, 2016 1:00 Mountain Time
<b>November</b>	Planning, Designing, Storyboarding & Troubleshooting Campaigns	Marketing to the Affluent Kennedy & Nanton	Wednesday, Nov 16, 2016 1:00 Mountain Time
<b>December</b>	Building Your Marketing Calendar for 2016	TBD	Wednesday, Dec 21, 2015 1:00 Mountain Time

All “Live” Webinars will be held the 3<sup>rd</sup> Wednesday of each month. Depending on your service level, recordings will be sent (and materials will be made available online) the following week.

## Panelists

We’re always looking for the most interesting, engaging thought leaders from the aviation industry to be panelists for our Executive Brief sessions. Do you have unique experience you’d like to share, or do you know someone you’d really like to hear from on one of the topics above? Let us know!

## Register via GoToWebinar:

<http://ExecBrief.AviationBusinessConsultants.com>

Make sure we have your current email address and you’ve whitelisted Paula@AviationBusinessConsultants.com for updates and participation opportunities!

## The Facebook Group

All Aviation Marketing Master Class members are invited to become a part of our private Facebook Group.

In last year's survey, as well as in many conversations, we've discussed the value of interaction among class members for networking, ideas, referrals, and anything else that enriches our business and personal lives. The purpose of the Facebook group is to make interaction for easier and more fun. Bert Botta is the group facilitator. His role will be to help members get to know one another better as well as to assure that group guidelines are formulated and followed.

Our intention is to make this the most vibrant, smart, fun, helpful and supportive group of aviation professionals anywhere on the planet, in actual or virtual reality.

Please comment below or contact Bert at 415-320-9811 if you'd like to volunteer to be the next one interviewed for a Member Profile.

## Book Club

There is one suggested book per month that we will be providing to Master Class members at the Silver Level or above; all members are welcome to acquire and read the book and participate in conversations.

Any of these conversations might be published in our Newsletter as well. Our intention is to take the best sales and marketing thinking and materials and make them relevant to the Aviation industry with intelligent discussion by the brightest minds in the field!

Have an idea for a future book, or have a comment on any of our current books? We'd love to hear it. Visit the Facebook page for more information.

## Ad Test Flights

Have an ad, email or sales letter that isn't performing as well as you'd like? Want some input from smart people? Have a thick skin?

We have a great solution for you. Of course you can always hire us to do a Test Flight for you, or you can request a FREE public Test Flight in our private Facebook group where it will be publicly dissected for everyone's education and enjoyment.

We select a one-page ad, brochure, sales letter or email each month for a Test Flight in the private Facebook Group.

Interested? Send your ad to [TestFlight@AviationBusinessConsultants.com](mailto:TestFlight@AviationBusinessConsultants.com)

