

# The Digital Code

## 1. **Module 1** - Foundations

- 1.1. Business fundamentals
- 1.2. What type of business do you want to be?
- 1.3. The two mistakes that lead to business failure
- 1.4. Taking a view of the market
- 1.5. Understanding consumer psychology
- 1.6. Planning your move beforehand
- 1.7. Building your message resonance
- 1.8. The most important lesson

## 2. **Module 2** - The building blocks

- 2.1. The key types of funnels that your business should implement
- 2.2. The new way of digital marketing.
- 2.3. How to persuade people online?
- 2.4. The war machine - rebuilt
- 2.5. Cutting down your testing timeline

## 3. **Module 3** - Getting traffic to your funnels

- 3.1. Traffic methodologies
- 3.2. The different communication platforms
- 3.3. Email marketing secrets
- 3.4. Instagram secrets
- 3.5. Youtube secrets
- 3.6. Copywriting secrets

- 3.7. The content game?
- 4. **Module 4** - Running facebook ads
  - 4.1. How does the algorithm work?!
  - 4.2. Make your losses also count!
  - 4.3. The objectives
  - 4.4. Targeting the RIGHT high-ticket customers!!
  - 4.5. Creating your advert
  - 4.6. Bidding wars - understanding the numbers
  - 4.7. Testing
  - 4.8. This tool has literally saved us MILLIONS!
  - 4.9. Scaling vs. dropping?
  - 4.10. Long term scaling
  - 4.11. Achieving Omnipresence!
  - 4.12. AUTOMATING your ads!!
- 5. **Module 5** - Monetisation
  - 5.1. The different softwares for funnel-building...
  - 5.2. The four essential parts of every funnel
  - 5.3. How should your landing pages be structured?
  - 5.4. Actually building the funnel
  - 5.5. Softwares HOW-TO?
  - 5.6. The art of selling ANYTHING to ANYONE!!
  - 5.7. The PERFECT launch to your funnel
- 6. **Module 6** - Okay so now what?
  - 6.1. Tying all the knots together

6.2. CONGRATS, you're done!