

# COURSE BREAKDOWN

Week	Topic	What's going on
Week 1	Intro to Real Marketing	Let's get back to basics - the real meaning of marketing
Week 2	Purpose + Position	Why you exist and who you're for
Week 3	Goals That Actually Guide You	A simple way to set goals that actually help
Week 4	Your Point of Difference	Without saying 'USP'. Make it clear why people should pick you, and not the other business.
Week 5	Brand Basics	What people say about you when you're not in the room
Week 6	Customer Journey	How people find, trust and stick with you
Week 7	Finding Your Right Channels	Channels fall into four main buckets: Owned, Earned, Shared, and Paid
Week 8	Deeper Dive into Digital Channels	Digital marketing isn't a magic wand – and it's not mandatory
Week 9	Websites That Work (even if you hate tech)	Your website isn't for you. It's for your audience.
Week 10	Content That Connects	Let's talk about content, and how to actually make it work for you.
Week 11	Your One-Page Marketing Plan	Simple, visual, and practical – a one-page plan you can actually use.
Week 12	Tracking What's Working	Knowing what's working and having the guts to drop what isn't.
Week 13	Keep Going Without Burning Out	Finding a rhythm you can actually keep.
Week 14	Wrap Up	Consistency is the secret sauce in marketing, and you've already proved you can do it.