Wordpress
Income Mastery

Syllabus

Syllabus (Part 1)

Syllabus (Affiliate Marketing, Sales, Canva Desinging)

Syllabus (Manage clients)
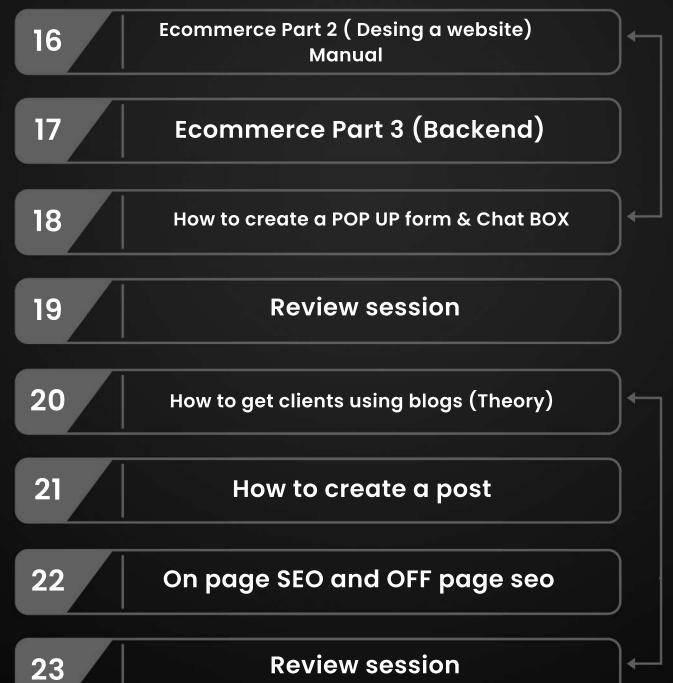
Syllabus (Sales)

Software

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01 SYLLABUS

1	Mindset
2	Clarity
3	Hosting and Domain
4	Basics of Digital Marketing, Website Designing

02 SYLLABUS (PART 1)

1	Wordpress Basics
2	Wordpress Basics
3	Wordpress Designing theory class (How to start, Formula for designing, Selecting Color combination, etc)
4	Design a One page Website using Elementor (Scratch)

Q&A EXAM

(Assignment 1)

5	**Design a Whole website using Elementor (Scratch)**	
6	**How to Build a portfolio website (One page) (Elementor Scratch)**	(Assignment 2)
7	**How to Build a portfolio website (Mutiple page) (Elementor Scratch)**	
8	**Review session**	(Assignment 3)
9	**How to Design a website starter Template (Part 1) (One by one page)**	(Assignment 4)
10	**How to Design a website starter Template (Part 2) (Import template)**	
11	**Review session**	(Assignment 5)
12	**How to Design a website using Envato (Part 1) Blocks**	(Assignment 6)
13	**How to Desing a website using Envato (Part 2) Page**	
14	**Review Session**	(Assignment 7)
15	**Ecommerce Part 1 (Design a website) Simple**	(Assignment 8)

16	Ecommerce Part 2 (Desing a website) Manual
17	Ecommerce Part 3 (Backend)
18	How to create a POP UP form & Chat BOX

19	Review session
20	How to get clients using blogs (Theory)
21	How to create a post
22	On page SEO and OFF page seo
23	Review session

03 SYLLABUS (AFFILIATE MARKETING, SALES, CANVA DESINGING)

1 — **FIRST CANVA CLASSES**

2 — **Affiliate Marketing Theory & Practical**

3 — **How to get clients from social media (Part 1)**

4 — **How to get clients from social media (Part 2)**

5 — **How to get clients from Social media (part 3)**

(Assignment)

04 SYLLABUS (MANAGE CLIENTS)

1 — **How to Draft a quotation / Invoice / Bill Receipt**

2 — **Relationship / Communication with the clients**

3 — **How to present the Project in front of clients**

4 — **How to Register a company for free & Paid**

5 — **Review Session**

(Assignment)

SALES

1	**Sales Call**
2	**Common Question from client**
3	**Objection Handling (While calling)**
4	**Sales Call (From Students)**
5	**Sales Call (From Students)**
6	**Sales Presentation (Stage 2) (Theory)**
7	**Sales Presentation (Stage 2) (Practical by students)**
8	**Sales Presentation (Stage 2) (Practical by students)**
9	**How to Build a trust**
10	**Effective Communication with clients**

ON BOARDING CLIENTS

1	Explaining the plan
2	Purchasing Hosting & Domain for the client
3	Explaining the Strategy
4	Selecting the Templates
5	Explaining the Demo Templates
6	Building a content & Getting Confirmation
7	How to Upsell (Managing website)
8	Important things to take it down (Links, video, speed checking)

HIRING PEOPLE

1. How to automate your business

2. How to post a content to hire a employee

3. Importance of strategic hiring for business growth.

4. Terms & Condition, Policy of your company

5. Employee vs Hiring freelancer

6. How to hire Freelancer's

7. What you need to check before hiring freelancers

8. How to Manage Employees

9. How to train Employees

10. How to pay to employees

11. Doubt Clearing

12. Next Process

06 SOFTWARE

1	Why software is important for Business
2	How to choose the software & Important softwares
3	Email Marketing software
4	How Automate Emails and how to get sales
5	How to prepare a Quotation for clients using software
6	How to prepare a Invoice for clients using software
7	How to monitor sales using software
8	How to monitor Employees work using software
9	Customer support using software
10	Payment software & How it works
11	Doubt clearing