

# UrbanSpell Agency Growth Program

## 8-Week Curriculum Syllabus

Week 0: Setup & Baseline Audit

Week 1: Offer & ICP Definition

Week 2: Positioning & Profile Optimization

Week 3: Landing Page & Booking System

Week 4: Outreach Sequences

Week 5: List Building & Prospecting

Week 6: Content & Social Proof

Week 7: Call Scripts & Objection Handling

Week 8: Review & Scale Planning