

MODULE 1 LESSON NOTES

GETTING STARTED

YOUR ROLE

American Marketing is a performance-based marketing agency that helps businesses acquire customers and grow.

As an American Marketing Consultant, your primary role is to:

- Identify businesses that may need help
- Reach the right decision makers
- Start professional conversations
- Ask questions and understand the business
- Identify legitimate problems and opportunities
- Connect qualified businesses with the appropriate American Marketing solution

You are not expected to become a technical marketing expert. American Marketing provides the services, systems, training, tools, and support. Your responsibility is execution.

CORE PHILOSOPHY

BUILD RELATIONSHIPS. CREATE VALUE.
BUILD INCOME.

The order matters. Strong consultants focus first on understanding the business and creating value. Income is the result of doing those things consistently.

WHAT SUCCESS REQUIRES

You do not need a marketing degree or extraordinary natural sales ability. You do need:

- Coachability
- Professional communication
- Consistency
- Organization
- Follow up
- Willingness to learn from rejection
- Commitment to following the system

TRAINING PROCESS

Complete Modules 1 through 9 before Module 10 unlocks. Module 10 covers Compliance and Certification.

Throughout the program, you will complete quizzes and use downloadable resources designed to help you apply what you learn.

IMPORTANT

Training and certification do not guarantee clients, commissions, or income.

American Marketing provides the system.
YOU PROVIDE THE EXECUTION.

KEY TAKEAWAY

Do not rush through the training just to become certified.

CERTIFICATION IS NOT THE GOAL. COMPETENCE IS.