

5 DAY LIVE WORKSHOP



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DAY 1: Foundational Principles of Success

Shiny New Toy Syndrome:

ReDefining "SP"

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DAY 1: Foundational Principles of Success

The Customer Journey

Brand Advocates

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Value and Need

SAM

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DAY 1: Foundational Principles of Success

Homework:

What brand are you an advocate for?

Why are you an advocate?

What ways do you engage with this brand?