

MAVEN SECRETS in Collaboration with AIM Sycip Graduate School of Business

Professional Blogging and Internet Marketing Education
(Starts July 1 – September 30, 2009)

Maven Secrets goes far **BEYOND** traditional "**Internet Marketing or Blog Marketing**" programs because it focuses on having the **right mindset** and **aligning yourself with what you are passionate about**. It teaches the basics to give you a strong foundation. It also shares advanced strategies that you would need to become a maven in your chosen niche.

Maven Secrets is a 90-day pilot program, in collaboration with the **Asian Institute of Management, W. SyCip Graduate School of Business**, which involves **a series of 3-hour face-to-face session trainings with me** and a set of powerful exercises to help you reach your Internet marketing or blogging goals.

Most of the training and presentation materials are also available online, where you can go back and refer to them on your own time.

Most of the sessions will be captured on video so that you can participate online or offline with the entire class.

You don't really need to be onsite and you can proceed at your own pace.

Here's what you're going to learn in this program, which is divided into **9 Maven Secrets...**

Introduction and "Jumpstart" training

We will start with a 3-hour face to face session on the eBook - **The Definitive Professional Blogging Guide to becoming a Maven in your Niche.**

The content in this eBook is simple but profound. Here, I've included a prescription on what you need to do to start to become a maven through blogging. In this jumpstart session, you will:

- Learn the 10 Steps on How to Launch Yourself from Being a BloggerWannabe to Becoming an Internet Maven
- Recommend the best platforms and tools to jumpstart your blog
- Understand the reason behind each of the steps
- Give examples and definitive answers on all your questions about how to start your own blog

The rest of the 90-day program is organized into 9 secrets.

One secret will be discussed in two evening sessions each week.

The Tuesday session will cover the concepts behind the secret in detail. The Thursday session will be a meet-a-maven who will share his story, his life's lessons, and what works in the Philippines.

The weekly sessions would be:

Maven Secrets Theory and Application – Tuesday Evening (7pm-10pm)

Meet a Maven and extended Q&A Session – Thursday Evening (7pm-10pm)

All the face-to-face sessions will be held in either Benpres or Meralco case room in the Asian Institute of Management.

Maven Secrets AIM Program Face-to-Face Calendar

JULY: The Maven Philosophy

July 2, Thursday | Welcome and Preparation for Maven Secrets

July 7, Tuesday | **Secret # 1: The Internet Maven Mindset – What distinguishes the Mavens from the wannabes**

July 9, Thursday | Meet a Maven: Abe Olandres, Yugatech.com

July 11, Saturday: Professional Blogging Workshop: Writing Timeless and Viral Articles Online and Wordpress 101 (Fee: \$99 or P5,000.00)

July 14, Tuesday | NO SESSION

July 16, Thursday | Meet a Maven: Connie Veneracion, Sassy Lawyer

July 21, Tuesday | **Secret # 2: Internet Maven Success Triangle: Content is King + Marketing is Queen + Advocacy is the Ace**

July 23, Thursday | Meet a Maven: Cecile Van Straten, Chuvaness

July 28, Tuesday | **Secret #3 (NEW): Your Path to Becoming a Maven – Finding Your Strengths and Knowing Who You are**

July 30, Thursday | Meet a Maven Series

AUGUST: The Secret Strategies and Proven Techniques of an Internet Maven

August 4, Tuesday | **Secret # 4: Masters of Pinoy Word of Mouth Marketing**

August 6, Thursday | Meet a Maven: Carl Ocab, Kid Internet Marketer

August 8, Saturday: Photoblogging Workshop: The Art and Science of Story Telling through photos (Fee: \$99 or P5,000.00)

August 11, Tuesday | **Secret # 5: Dominating the Search Engines and Social Media the Maven Way!**

August 13, Thursday | Meet a Maven: Dustin Andaya, Island Rose

August 15, Saturday: Mastering the Google AdSense Game and Advertising through Blogs (Fee: \$99 or P5,000.00)

August 18, Tuesday | **Secret # 6: The Different Internet Business Models | Turn Your Words and Photos into CASH**

August 20, Thursday | Meet a Maven: Chris Angeles, Kulayful.com

August 22, Saturday: Mastering Pay Per Click Marketing through Google Adwords (Fee: \$99 or P5,000.00)

August 25, Tuesday | **Secret # 7 (NEW): Maven Weapons of Mass Influence**

August 27, Thursday | Meet a Maven: Jovel Cipriano, Pinoy Delikasi

SEPTEMBER: Dominating Your Niche Through MAVEN Marketing

September 1, Tuesday | **Secret # 8: The Secret of the Internet Marketing Game – The CORE Influence of Building 1-to-1 Relationship**

September 3, Thursday | Meet a Maven: John and Benz Rana, W@W

September 8, Tuesday | **Secret # 9: The Maven Marketing Strategy – Your Maven Persona**

September 10, Thursday | Meet a Maven: Anton Shekker, Domainer

September 15, Tuesday | **Bonus Secret (NEW!) – Don't Miss this Session!**

September 17, Thursday | Meet a Maven: Bo Sanchez

September 22, Tuesday | **Your Maven Project Presentation**

September 24, Thursday | Meet a Maven: Jomar Hilario

September 29, Tuesday | **Maven Secrets Graduation**

Each week, you will learn the following:

Maven Secrets Program Curriculum

Secret # 1: The Internet Maven Mindset – What distinguishes the Mavens from the wannabes

In this session, you will learn:

- What is a Maven and what distinguishes one from the rest
- The critical secret in winning online
- The mindsets behind the success of Our Awesome Planet based on my "Aha!" moments and learning during my 4+ years of blogging and internet marketing
- The approaches used by the Top 10 Mavens in the Philippines to dominate their niche
- The foundation to your Internet Business Success and how to think like a Maven on Day One

Secret # 2: Internet Maven Success Triangle: Content is King + Marketing is Queen + Advocacy is the Ace

In this session, you will learn:

- The winning internet marketing formula that propelled me to become a maven in my niche without tri-media exposure
- Why Content is King and how to use this for your own personal branding
- Why Marketing is Queen and the techniques that go beyond just blog commenting or exchanging links with other bloggers
- Why Advocacy is the Ace and why you will just be another blogger wannabe without it
- How to map out your competition through market research and design your blog to win against even your biggest competitor

Secret #3 (NEW): Your Path to Becoming a Maven – Finding Your Strengths and Knowing Who You are

In this session, you will learn:

- The discernment process in finding your passion, which is the key to your mavenship and winning successfully online
- How to know your strengths so that you can focus on them and in validate your weaknesses
- How to focus yourself on your most profitable skill and doing the most profitable activities in your life
- How to define what success is for you, how it feels like to be successful and develop your story on how to achieve your maven success
- How to conceptualize your Maven Project that you will work on in the next 60 days

Secret # 4: Masters of Pinoy Word of Mouth Marketing

In this session, you will learn:

- How to leverage your own blog to become the Center of Word of Mouth in the Philippines beyond Multiply and Facebook
- Why you NEED to set up your own virtual estate on the Internet and why it is important for Pinoy Word of Mouth
- What makes Pinoys rave or rant about certain products/services and how you can use that knowledge to market your blog
- The difference between Word of Mouth Marketing and Viral Marketing, and how to leverage both
- How you can use video for viral marketing to push your brand forward on the Internet

Secret # 5: Dominating the Search Engines and Social Media the Maven Way

In this session, you will learn:

- What Search Engine Optimization is and is NOT; What is 100% Aggressive White Hat SEO
- A Guide to Dominating the Search Engines, which I Learned From Stompernet
- 9 techniques to optimize your sites so that search engines would love it
- 3 cornerstones of Search Engine Optimization: Keyword Strategy, Usability and Search Engine Crawlability
- The moral and ethical way to do Search Engine Optimization without the need to manipulate or deceive

Secret # 6: The Different Internet Business Models | Turn Your Words and Photos into CASH

In this session, you will learn:

- The 10 different passive income streams beyond blogging and the AdSense business model on the Internet
- How to invest in domains like the stock market and what makes domain valuable
- How to use Timeless Articles and Viral Content to market your site effectively
- How to create and leverage a passive income stream so that you can have more control over your time, be more mobile and earn enough cash to quit your day job
- What makes words and photos valuable on the Internet

Secret # 7 (NEW): Maven Weapons of Mass Influence

In this session, you will learn:

- How the internet marketing gurus leverage the forces of influence to get you to buy stuff from them
- The scientifically proven ways on how to influence people and why we are predictably irrational beings
- How to redirect the forces of influences and counteract them
- How you can use these weapons of Mass Influence to achieve your Maven Status
- Why these are the foundations for building a one-is-to-one relationship online and why the internet is close to face-to-face selling

Secret # 8: The Secret of the Internet Marketing Game – The CORE Influence of Building 1-to-1 Relationship

In this introductory session to Maven Marketing, you will learn:

- How to create your ultimate day and why it is very important when marketing online
- What is the Strategy of Preeminence and how to leverage it to create your maven personality in the Philippines
- The difference between surface influence vs. CORE influence and how you can utilize the latter for your success
- Why becoming a Maven is crucial for the long-term success of your business online
- How to talk to a lot of people on a 1-to-1 basis at one time

Secret # 9: The Maven Marketing Strategy – Your Maven Persona

In this final session, you will learn:

- What is Maven Marketing and how to create your maven persona
- The advanced strategies to build your brand on the Internet that I learned from my former employer and from Internet marketing gurus
- How to craft your personal story and use your blog as a living tale of your ongoing adventure
- My deepest, well-guarded secrets in Our Awesome Planet that you could also use to create your maven status in the Philippines
- How to live a life of a Maven

YOUR MAVEN PROJECT

To graduate from the Maven Secrets Program, you are required to launch your own Internet Maven Project within 90days.

The project could be any of the following

- your own professional blog,
- taking your existing blog to the next level.
- setting up your company website
- running your very own e-commerce store
- launching your own membership site
- anything that uses the Internet for marketing or earning money online.

Maven Secrets is one of the biggest Meta Mastermind Groups of Online Entrepreneurs in the Philippines. We will help each other launch our own Internet Projects.

Live an Awesome Life,

A handwritten signature in black ink that reads "Anton".

Anton Diaz | Blog: www.OurAwesomePlanet.com, AntonDiaz.com | Email: anton@diaz.ph