

5 Week Fast Track Programme Details

BY MATT BRIDGEMAN

Week	Agenda
1-1	<p>1-1 Deep Dive 90 Minute Session</p> <p>This 90-minute one-to-one session is designed to give you clarity on what's currently holding your business back. Together, we'll identify key bottlenecks across your operations, marketing, or sales processes and turn them into a focused, actionable plan. You'll leave the session with clear priorities, practical next steps, and renewed direction. This is important because many founders stay stuck not due to lack of effort, but lack of clarity—this session ensures your time and energy are directed where they'll have the biggest impact.</p>
<p>GROUP SESSIONS</p> <p>Session 1, 7.30pm</p>	<p>Building Trust & It's Importance On Social Media</p> <p>In this week, you'll learn how to build genuine trust with your audience through your online presence. We'll cover what makes content credible, how to show authority without feeling inauthentic, and how to create consistency that keeps people engaged. By the end, you'll understand how trust directly impacts buying decisions and how to position yourself as someone your audience feels confident purchasing from. This matters because without trust, even the best offers struggle to convert.</p>

Session 2,
7.30pm

Crafting Your Offer: Clear, Simple & Problem Solving

This session focuses on refining your offer so that it's easy to understand and highly compelling. You'll learn how to clearly communicate the problem you solve, simplify your messaging, and align your offer with what your audience actually needs. You'll walk away with a stronger, more focused offer that resonates and converts. This is essential because confusion kills sales—clarity is what turns interest into action.

Session 3,
7.30pm

Know Your Numbers: Understanding Their Importance

This week is all about gaining confidence with your business metrics. You'll learn which numbers truly matter, how to track them effectively, and how to use them to make smarter decisions. By the end, you'll feel more in control of your business performance and able to identify what's working and what needs adjusting. This is important because sustainable growth isn't based on guesswork—it's built on informed decisions.

Session 4,
7.30pm

Sales & Pricing Strategies

In the final week, we focus on how to sell your offer confidently and price it in a way that reflects its value. You'll learn practical sales approaches that feel natural (not pushy), how to handle objections, and how to position your pricing strategically. You'll leave with the tools to increase conversions and revenue without undercharging or overcomplicating your process. This is crucial because strong sales and pricing strategies are what turn a good business into a profitable one.

Each session will be conducted over Zoom and you will receive a full AI script of the session emailed to you.