



Break the Mold

## Brad Matthews: July PDP

### Overview:

My primary focus is to create and publish our marketing collateral. PARADOX currently has no sales pages which decreases prospect understanding of our value proposition, removes the opportunity to ask questions and looks unprofessional. These new pages fit in with our broader website refresh plans. I will also be creating a landing page for my personal website write an article that will be reviewed by Praxis staff. This PDP will greatly help my future website, copywriting and communication plans and goals.

### PDP Deliverables:

- Launch the sales pages for each of the following:
  - Blog Article Service
  - Mentor Consultation Service
  - Social Media Updates
  - Marketing Masterclass Workshop
  - Modern Marketing Academy
  - SEO Implementation Service
  - Modern Marketing ImpleMentOR
  - eNewsletter Service
  - 'Ask an Expert' Members Only Webinars
- Create and publish BP's bio page to our website.
- Complete and publish events page with recurring Public and Member Webinars, Masterclass and any other upcoming events.
- Launch my own biography-based homepage for my personal website
- Write a decent article to get improved upon by a Praxis Team member.

### Week 1:

- Create all sales pages and fill them out with information including optimized images.
- Alter code from acquired bio page, add personal photos, match font with my website, and write a short bio. Identify any suitable projects, work or other creations to feature.
- Draft article for review (late this week).

### Week 2:

- Speak with work team members about color coding and theming the sales pages - create a different color scheme for each page and alter existing images/backgrounds.
- Get BP's drafted bio and discuss presentation ideas for his bio page - start working on this.
- Polish and send article for review.

### Week 3:

- Provide BP with notes/ideas for sales videos for each sales page.
- Complete BP's bio page and publish it.

### Week 4:

- Finish anything that spills over and publish article after receiving feedback.