

MBA ASAP MARKETING PLAN

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INTRODUCTION

MBA ASAP is a concise, accessible platform designed to distill the principles of an MBA into practical, easy-to-understand lessons. It focuses on making business knowledge available to a broad audience without requiring the time, expense, or commitment of attending a formal MBA program.

Key Features:

1 Condensed Learning: Offers actionable insights and frameworks in short, digestible formats.

2 Accessibility: Targets professionals or entrepreneurs who value efficiency over traditional education formats.

3 Wide Topic Range: Covers business fundamentals—marketing, operations, finance, leadership, and strategy.

4 Focus on Practical Application: Provides tools and strategies for immediate implementation in real-world scenarios.

5 Appealing Branding: The title conveys urgency and relevancy, signaling its utility for time-sensitive learners.

Target Audience

1 Aspiring Entrepreneurs:

- People planning to launch or scale a business.
- Need accessible resources without enrolling in a formal MBA program.
- Interested in practical tools for business operations, finance, and marketing.

2 Small Business Owners:

- Individuals managing day-to-day operations and seeking strategies to optimize efficiency and profitability.
- Likely to be time-constrained and looking for quick wins.

3 Mid-Career Professionals:

- Professionals aiming to climb the corporate ladder or pivot to leadership roles.
- Need business acumen to complement their technical expertise.

4 Freelancers and Consultants:

- Individuals building their brand or client base and need fundamental business skills.
- Value insights into pricing, marketing, and client management.

5 Students and Lifelong Learners:

- People curious about business principles but without the resources or desire for a formal MBA.
- Value structured but flexible learning.

6 Time-Constrained Learners:

- Busy individuals looking for a fast-tracked business education.
- Appreciate content delivered in formats like email series, ebooks, or short video lessons.

Ideal Marketing Angles:

- **“MBA in a Fraction of the Time”**: Emphasizing time efficiency.
- **“Learn What They Teach in Business School, Without the Debt”**: Stressing cost savings.
- **“Actionable Insights You Can Use Today”**: Highlighting immediate practicality.
- **“Step-by-Step Blueprints for Success”**: Offering guidance for both beginners and experienced professionals.

The audience's common thread is the desire for affordable, efficient,

and practical business education that empowers them to make decisions and solve problems effectively.

CHAPTER 1

UNIQUE METHOD/MECHANISM OF MBA ASAP

The **MBA ASAP** platform distinguishes itself through its unique approach to business education. Here's what makes it different and better than traditional MBA programs and other alternatives:

1. CONDENSED, ACTIONABLE KNOWLEDGE

- **What's Different:** MBA ASAP delivers distilled, no-fluff lessons focused on core concepts and actionable strategies. Unlike traditional MBAs that can spend months on theory, MBA ASAP emphasizes **what works** and gets straight to the point.

- **Why It's Better:** Learners can immediately apply what they learn to solve real-world problems without wading through academic jargon or lengthy case studies and textbooks.

2. ACCESSIBILITY TO ALL BACKGROUNDS

- **What's Different:** MBA ASAP is designed for accessibility, offering lessons that anyone can grasp—whether they're new to business or seasoned professionals.

- **Why It's Better:** Many business programs assume a baseline level of knowledge, while MBA ASAP builds frameworks from the ground up, ensuring clarity and inclusivity.

3. FAST-TRACKED LEARNING EXPERIENCE

- **What's Different:** The program delivers insights at an accelerated pace, offering an **MBA-level education in hours or days**, not years.

- **Why It's Better:** Time is the most valuable resource, and MBA ASAP caters to those who cannot afford the time investment of traditional MBAs or long online courses.

4. PRACTICAL, REAL-WORLD APPLICATION

- **What's Different:** Unlike theoretical MBA coursework, MBA ASAP focuses on **real-world tools, frameworks, and examples**. It emphasizes practicality over abstract learning.

- **Why It's Better:** Learners can immediately apply these lessons to their businesses, careers, or entrepreneurial ventures without the need for further adaptation.

5. AFFORDABLE AND COST-EFFECTIVE

- **What's Different:** MBA ASAP offers the skills and knowledge of an MBA at a fraction of the cost, breaking down barriers of affordability in business education.

- **Why It's Better:** It democratizes access to business knowledge, making it available to anyone regardless of financial standing.

6. FLEXIBLE DELIVERY FORMATS

- **What's Different:** Lessons are delivered in formats such as email series, eBooks, or short video modules—customizable to the learner's lifestyle.

- **Why It's Better:** This flexibility allows busy professionals, entre-

preneurs, or students to learn at their own pace, on their schedule, and from any location.

7. SIMPLIFIED MBA FRAMEWORK

- **What's Different:** MBA ASAP takes the complex frameworks and structures taught in traditional MBAs and simplifies them into **step-by-step blueprints**.

- **Why It's Better:** Instead of overwhelming learners, it empowers them with clarity and confidence to tackle complex business challenges.

UNIQUE SELLING PROPOSITION (USP)

"MBA ASAP: An affordable, fast, and practical alternative to a traditional MBA—designed for action-takers who need real-world business skills now."

MBA ASAP's unique blend of speed, accessibility, practicality, and affordability sets it apart from traditional MBA programs and similar platforms, making it the go-to resource for business learners who value **efficiency and immediate results**.

CHAPTER 2

OLD METHODS: ALTERNATIVE WAYS OF ACHIEVING THE SAME GOAL



Old Methods: Alternative Ways of Achieving the Same Goal

Below are the alternative or "old methods" that MBA ASAP's target audience has likely tried or are familiar with, which fall short of their goals for acquiring practical business knowledge:

1. TRADITIONAL MBA PROGRAMS

- **How It Works:** Enroll in a 2-year, university-level MBA program focused on in-depth business theories and case studies.
 - **Why It Doesn't Work:**
 - **Expensive:** Costs range from \$50,000 to \$200,000, creating a high barrier to entry.
 - **Time-Consuming:** Requires a significant time commitment (2+ years) that many professionals and entrepreneurs can't afford.
 - **Theory Over Practice:** Heavy focus on academic theory, which can feel detached from real-world application.
 - **Rigid Format:** Fixed schedules and on-campus requirements limit flexibility for working professionals.

2. ONLINE MBA PROGRAMS

- **How It Works:** Virtual MBA programs offering similar content to traditional MBAs but delivered online.
 - **Why It Doesn't Work:**
 - **Costly:** Still relatively expensive, often costing tens of thousands of dollars.
 - **Overwhelming Curriculum:** The curriculum remains dense, with a heavy focus on theory and less emphasis on actionable insights.
 - **Lacks Personalization:** Often fails to address the unique, specific needs of entrepreneurs or small business owners.

3. BUSINESS BOOKS AND BLOGS

- **How It Works:** Self-directed learning from popular business books, blogs, or articles written by experts and thought leaders.
 - **Why It Doesn't Work:**
 - **Scattered Information:** Difficult to synthesize concepts from multiple sources into a cohesive strategy.
 - **No Practical Frameworks:** Many books provide inspiration or high-level advice but lack actionable tools or step-by-step guidance.
 - **Time-Consuming:** Requires sifting through large volumes of information to find actionable nuggets.

4. YOUTUBE TUTORIALS AND FREE CONTENT

- **How It Works:** Watching free tutorials or short videos on business topics from creators and educators.
 - **Why It Doesn't Work:**
 - **Inconsistent Quality:** Information varies in accuracy and depth, with no guarantee of expertise from content creators.
 - **Fragmented Learning:** Videos cover isolated topics, making it hard to build a comprehensive understanding.
 - **Overwhelming Options:** Too many creators and conflicting advice can lead to confusion and decision fatigue.

5. ON-THE-JOB LEARNING

- **How It Works:** Gaining business knowledge through trial and error, mentorship, or workplace experience.

- **Why It Doesn't Work:**

- **Slow Process:** It can take years to accumulate knowledge organically through experience.

- **Costly Mistakes:** Learning through trial and error often involves expensive missteps, especially for entrepreneurs.

- **Lack of Structure:** Insights gained on the job can be random and disconnected, lacking the cohesion of a structured learning path.

6. SHORT-TERM BUSINESS WORKSHOPS

- **How It Works:** Attending one-off business seminars or workshops on specific topics like marketing, finance, or leadership.

- **Why It Doesn't Work:**

- **Narrow Focus:** Covers only one area of business rather than providing a holistic view.

- **High Cost per Session:** Many workshops are expensive, especially for the value provided.

- **No Long-Term Learning:** Limited follow-up support or integration into a broader learning framework.

7. NETWORKING WITH BUSINESS PROFESSIONALS

- **How It Works:** Learning by networking, seeking advice from mentors, or joining business groups.

- **Why It Doesn't Work:**

- **Inconsistent Advice:** Advice varies greatly depending on the mentor's background and experience.

- **Time-Intensive:** Building a strong network takes time and effort, with no guarantee of learning the right lessons.

- **Limited Depth:** Informal advice may lack the depth or rigor of structured education.

8. TRIAL AND ERROR AS AN ENTREPRENEUR

- **How It Works:** Starting and running a business without formal training, relying on intuition, experimentation, and self-teaching.

- **Why It Doesn't Work:**

- **High-Risk:** Mistakes can lead to financial losses or business failure.

- **Inefficiency:** Without proper frameworks or knowledge, growth is slower and less strategic.

- **Stressful and Overwhelming:** Entrepreneurs often feel isolated and underprepared for challenges.

WHY THESE OLD METHODS DON'T WORK FOR THE AUDIENCE

1 Lack of Speed: Most methods are too time-intensive for professionals or entrepreneurs who need results quickly.

2 High Costs: Traditional and online MBAs, workshops, and even business books can be expensive when adding up fees or time investment.

3 Fragmented Learning: Alternative methods often lack the cohesion and structure needed for a comprehensive understanding of business fundamentals.

4 Theory Over Practice: Many methods focus too much on abstract theory or inspirational advice without providing actionable, real-world tools.

HOW MBA ASAP SOLVES THESE ISSUES

By offering a **fast, practical, affordable, and comprehensive approach**, MBA ASAP addresses the shortcomings of traditional methods and delivers real-world business education in an easily digestible format.

CHAPTER 3

METHOD NAMES

Method Names

Here are 10 scientific-sounding names for the method
MBA ASAP uses:

- 1 Accelerated Business Mastery Framework (ABMF)**
- 2 Condensed MBA Learning Model (CMLM)**
- 3 Integrated Business Efficiency Methodology (IBEM)**
- 4 Rapid Application Business System (RABS)**
- 5 Essential Knowledge Transfer Protocol (EKTP)**
- 6 Strategic Comprehension and Execution Framework (SCEF)**
- 7 Applied Business Knowledge Framework (ABKF)**
- 8 Business Fundamentals Optimization Method (BFOM)**
- 9 Precision Learning Dynamics Model (PLDM)**
- 10 Streamlined Business Acumen System (SBAS)**

These names convey a structured, professional approach while emphasizing the streamlined and effective nature of the MBA ASAP method.

CHAPTER 4

BIG DOMINO STATEMENT FOR MBA ASAP

Big Domino Statement for MBA ASAP

If I can make ambitious entrepreneurs, small business owners, and time-strapped professionals believe that the only way to gain practical, MBA-level business knowledge quickly and affordably is by learning from a simplified, actionable framework, and the only way to access this framework is through MBA ASAP, then all objections become irrelevant and they must invest.

CHAPTER 5

EMOTIONAL REASONS WHY THE TARGET AUDIENCE WANTS TO ACHIEVE THEIR GOAL

Emotional Reasons Why the Target Audience Wants to Achieve Their Goal

The target audience of **MBA ASAP**—ambitious entrepreneurs, small business owners, and time-strapped professionals—seeks to gain practical business knowledge not just for professional success but for deeply personal and emotional reasons. Here's the emotional "why" behind their drive and the future they envision:

1. FREEDOM FROM OVERWHELM

Why They Want It:

They're tired of feeling overwhelmed by the complexities of running a business or advancing their career without a clear roadmap. They crave clarity and confidence in their decision-making.

The Future They Want:

Imagine waking up each morning with a clear sense of direction, no longer second-guessing yourself. You handle challenges with ease, knowing you have the tools to succeed. Stress is replaced by calm, purposeful action.

2. EMPOWERMENT AND CONFIDENCE

Why They Want It:

They often feel stuck, underqualified, or insecure when faced with business decisions, especially compared to peers with formal MBA education. They want to feel capable, respected, and self-assured in their abilities.

The Future They Want:

Picture walking into a meeting or tackling a project with unwavering confidence. You know your decisions are backed by solid business principles. You're seen as the go-to leader, the person others trust to steer the ship.

3. FINANCIAL SECURITY AND GROWTH

Why They Want It:

They want to grow their businesses or careers to create financial stability and wealth for themselves and their families. Many dream of breaking free from paycheck-to-paycheck living or scaling their ventures to achieve abundance.

The Future They Want:

Imagine reaching financial independence—where money is no longer a constant worry. Your business thrives, your investments grow, and you provide a better life for your family while pursuing your dreams without limits.

4. TIME FREEDOM

Why They Want It:

They feel trapped in a cycle of endless hours, chasing results without a clear strategy. They long for a streamlined approach that saves time and delivers results.

The Future They Want:

Visualize having more time to spend with loved ones, pursue hobbies, or simply relax. Your business or career works *for* you, not the other way around. You're free to focus on what truly matters.

5. ACHIEVING AMBITIOUS GOALS

Why They Want It:

Many feel they're falling short of their potential. They have big dreams—launching a new product, scaling their business, or securing a leadership role—but lack the tools to achieve them.

The Future They Want:

Picture yourself hitting every milestone you set, becoming the visionary leader or successful entrepreneur you always knew you could be. Your ambition is realized, and your impact is undeniable.

6. RESPECT AND RECOGNITION

Why They Want It:

They crave acknowledgment for their hard work, intelligence, and capabilities. They want to earn respect from peers, employees, and mentors by demonstrating expertise and results.

The Future They Want:

Imagine being seen as a trailblazer in your industry, with your name synonymous with success and leadership. People seek your advice and celebrate your achievements.

7. SECURITY FOR THEIR FAMILIES

Why They Want It:

They want to create a legacy of success and stability for their loved ones, ensuring their families have opportunities, comfort, and a secure future.

The Future They Want:

Picture your children or family thriving because of the foundation you built. You leave a legacy of wealth, knowledge, and opportunity for future generations.

8. INDEPENDENCE AND CONTROL

Why They Want It:

They're tired of feeling dependent on others—employers, investors, or luck. They want to take charge of their future and create a life on their own terms.

The Future They Want:

Visualize living life without constraints, making decisions that align with your values and goals. You're in full control of your path, unshackled by external forces.

9. A SENSE OF ACHIEVEMENT

Why They Want It:

Deep down, they want to prove to themselves and others that they're capable of building something extraordinary. Success isn't just a goal—it's a testament to their grit and talent.

The Future They Want:

Imagine looking back on your journey with pride, knowing you overcame every obstacle and built a life of meaning and achievement. You're an inspiration to others, a testament to what's possible.

10. PERSONAL GROWTH AND FULFILLMENT

Why They Want It:

They're not just pursuing business success—they're pursuing personal transformation. They want to grow as leaders, thinkers, and individuals, aligning their lives with their fullest potential.

The Future They Want:

Picture a version of yourself who has grown in every way—smarter, stronger, and more fulfilled. You've not only mastered business but also achieved a deep sense of purpose and satisfaction.

THE EMOTIONAL FUTURE MBA ASAP PROMISES

"Your business thrives. Your career accelerates. But most importantly, you gain the freedom, confidence, and legacy you've always dreamed of—for yourself, your family, and your future."

CHAPTER 6

TARGET AUDIENCE - PAIN & FEARS

Target Audience - Pain & Fears

The target audience of **MBA ASAP**—entrepreneurs, small business owners, and time-strapped professionals—is not just chasing a better future; they are actively trying to escape a current state of frustration, anxiety, and struggle. Here’s a vivid picture of the pains and fears that drive them:

1. OVERWHELM FROM INFORMATION OVERLOAD

The Pain:

They feel buried under a mountain of advice, theories, and strategies from books, blogs, videos, and courses. They spend countless hours consuming content but end up more confused and unsure than when they started.

The Fear:

“What if I’m wasting precious time on the wrong information? What if I never figure out how to pull it all together?”

The Picture:

A cluttered desk filled with half-read books, scattered notes, and an

endless to-do list. They're paralyzed, unable to take the next step because they don't know which advice to follow.

2. FEAR OF FALLING BEHIND

The Pain:

They see their peers excelling—getting promotions, scaling their businesses, and thriving—while they feel stuck, scrambling to keep up. They fear being left behind in a world that rewards speed and efficiency.

The Fear:

“What if I never catch up? What if everyone surpasses me and I stay stuck where I am?”

The Picture:

Watching a colleague celebrate a big win on LinkedIn or seeing a competitor dominate their industry. They feel inadequate, stuck in the slow lane, and questioning their abilities.

3. FINANCIAL STRESS AND INSTABILITY

The Pain:

Their business is barely breaking even, or their career growth has plateaued. They're constantly worried about making payroll, paying bills, or securing their family's future.

The Fear:

“What if I lose everything I've worked for? What if I can't provide for my family?”

The Picture:

Sleepless nights filled with worries about mounting expenses, checking the bank account obsessively, and feeling like financial freedom is slipping further away.

4. LACK OF CONFIDENCE IN DECISION-MAKING

The Pain:

They second-guess every decision, afraid of making costly

mistakes. They lack a clear framework or process to guide their choices, leaving them feeling uncertain and anxious.

The Fear:

“What if I make the wrong decision and ruin my business or career? What if I’m not cut out for this?”

The Picture:

Sitting at their desk, staring at a proposal or financial spreadsheet, paralyzed by doubt and the fear of choosing wrong.

5. FEELING UNPREPARED FOR CHALLENGES

The Pain:

They often encounter business problems—managing cash flow, marketing campaigns, or scaling operations—that they feel unqualified to solve. They lack the structured knowledge needed to tackle these issues effectively.

The Fear:

“What if I’m not capable of handling the challenges ahead? What if my lack of knowledge is my downfall?”

The Picture:

A problem arises—a sudden dip in sales, a failed marketing campaign, or a team conflict—and they feel like they’re flying blind, scrambling for solutions they don’t have.

6. BURNOUT AND EXHAUSTION

The Pain:

They’re working long hours, juggling multiple responsibilities, and running on fumes. Despite their hard work, they don’t see the results they’re aiming for, leaving them drained and discouraged.

The Fear:

“What if I burn out before I achieve anything meaningful? What if all this effort is for nothing?”

The Picture:

Late nights hunched over a laptop, drained coffee cups piling up, with no energy left to spend on family, friends, or themselves.

7. ISOLATION AND LACK OF GUIDANCE

The Pain:

They feel isolated in their journey, with no one to turn to for advice or support. They lack mentors or frameworks to guide them through the complexities of running a business or advancing their career.

The Fear:

“What if I’m all alone in this? What if I fail because I don’t have the right support or knowledge?”

The Picture:

Sitting alone in an office or home workspace, overwhelmed and unsure where to turn for the answers they desperately need.

8. FEAR OF WASTING TIME AND RESOURCES

The Pain:

They’re tired of trial-and-error approaches that waste time and money. Every misstep feels like a step closer to failure, and they’re desperate for a method that actually works.

The Fear:

“What if I waste years chasing the wrong strategies? What if I fail to achieve my goals because I didn’t know better?”

The Picture:

Looking at past investments—courses, tools, or consultants—that yielded little to no results. They feel frustrated, doubting whether success is even possible.

9. INSECURITY ABOUT THEIR KNOWLEDGE

The Pain:

They feel embarrassed or inadequate when surrounded by peers or competitors who seem to have it all figured out. They fear being “found out” for not knowing enough.

The Fear:

“What if I’m not good enough? What if I don’t belong in this space?”

The Picture:

A meeting or networking event where everyone else seems confident and knowledgeable while they feel like an imposter, faking their way through.

10. THE FEAR OF REGRET

The Pain:

Deep down, they fear looking back on their life and realizing they never reached their full potential. They worry about missing the chance to build the life they've dreamed of.

The Fear:

"What if I waste my potential and live with regret? What if I never achieve the success I know I'm capable of?"

The Picture:

A quiet moment of reflection, imagining their future self feeling unfulfilled, wishing they had taken action sooner.

CHAPTER 7

THE CURRENT STATE THEY WANT TO ESCAPE

The Current State They Want to Escape

They're overwhelmed, overworked, and underprepared. They're trapped in a cycle of doubt, stress, and stagnation, desperately seeking a way out. **MBA ASAP offers them the escape they need—a structured, efficient, and proven method to transform their struggles into success.**

EMOTIONAL CALL TO ACTION:

“Break free from overwhelm, fear, and uncertainty. MBA ASAP gives you the tools, clarity, and confidence to build the future you deserve.”

CHAPTER 8

ONE BIG THING

Here are five variations of the **ONE Big Thing** for MBA ASAP:

1. **Ambitious entrepreneurs can master MBA-level business knowledge by following the Accelerated Business Mastery Framework (ABMF).**
2. **Small business owners can scale their businesses confidently by using the Practical MBA Blueprint for Success.**
3. **Time-strapped professionals can gain real-world business acumen by leveraging the Rapid Application Business System (RABS).**
4. **Aspiring leaders can achieve financial and career growth by applying the Condensed MBA Learning Model (CMLM).**
5. **Entrepreneurs and professionals can transform their businesses and careers by adopting the Streamlined Business Acumen System (SBAS).**

CHAPTER 9

FALSE BELIEFS PREVENTING THE TARGET AUDIENCE FROM BELIEVING THE ONE BIG THING

False Beliefs Preventing the Target Audience from Believing the ONE Big Thing

INTERNAL FALSE BELIEFS

1 "I'm Not Smart Enough to Learn MBA-Level Material."

- They believe that business concepts taught in an MBA are too complex for them to grasp without formal education or a background in business.

2 "I Need a Traditional MBA to Be Taken Seriously."

- They think that only a degree from a recognized institution can give them the credibility they need to succeed in business or their career.

3 "Quick and Simple Can't Be Effective."

- They assume that because MBA ASAP offers a fast and condensed learning experience, it must be less valuable or thorough compared to traditional methods.

4 "I'll Never Have the Time to Learn It."

- They fear they're too busy with work or personal commitments to absorb and apply the method effectively.

5 "I Don't Have the Experience to Implement These Ideas."

- They feel their lack of prior business knowledge or experience will make it impossible to put the frameworks into practice successfully.

EXTERNAL FALSE BELIEFS**6 "All Business Education Is Expensive."**

- They assume anything offering real value, like an MBA-level education, must be prohibitively expensive.

7 "Online or Alternative Programs Aren't as Good as Traditional MBAs."

- They believe that online platforms or non-traditional programs are inferior in quality and won't provide the same level of knowledge or skills.

8 "It's Just Another Generic Course."

- They lump MBA ASAP into the same category as other online courses that promise big results but deliver generic, low-quality content.

9 "If It's This Affordable, It Can't Be Comprehensive."

- They equate affordability with a lack of depth or quality, doubting that the method can truly deliver MBA-level knowledge.

10 "I Need Hands-On Guidance, Not Just Theory."

- They think the method will only provide surface-level insights or theoretical knowledge without actionable steps for real-world application.

HOW TO OVERCOME THESE FALSE BELIEFS**Internal Beliefs:**

- **Simplify Complex Concepts:** Show how the frameworks are designed to be easy to understand, even for beginners. Use testimonials from people with no prior experience.

- **Emphasize Practicality:** Highlight success stories and real-world results from people who didn't pursue a traditional MBA.

- **Promote Time Efficiency:** Demonstrate how lessons are broken into manageable chunks that can fit into any schedule.

External Beliefs:

- **Position as Better than Traditional Methods:** Compare MBA ASAP's cost, time commitment, and practicality to traditional MBAs to showcase its superior value.

- **Highlight Unique Approach:** Differentiate MBA ASAP by emphasizing its focus on actionable strategies, not just theory.

- **Prove the Quality:** Share case studies, testimonials, or statistics that validate the depth and effectiveness of the method.

By addressing these false beliefs directly, MBA ASAP can build trust and make the **ONE Big Thing** compelling and believable.

CHAPTER 10

OFFERS

\$100M Offers by Alex Hormozi
A tactical guide to creating irresistible offers, this book helps entrepreneurs grow their businesses exponentially.

Key Ideas:

Focus on value: Build offers that solve big problems for your audience.

Make the ROI clear: Show customers the tangible benefits of your product or service.

Refine your pricing: Charge what your offer is worth, not what you think people will pay.

Why it's life-changing: It provides actionable steps to increase revenue and customer satisfaction.

1. FOCUS ON VALUE: BUILD OFFERS THAT SOLVE BIG PROBLEMS FOR YOUR AUDIENCE

Big Problems MBA ASAP Solves:

- **Overwhelmed Learners:** Professionals are inundated with information but lack a clear, actionable path.

- **Time Constraints:** Many lack the time to pursue a traditional MBA or sift through fragmented learning resources.

- **Financial Barriers:** Traditional MBA programs are prohibitively expensive, limiting access to vital business education.

- **Practical Knowledge Gap:** Business learners often struggle to apply theoretical knowledge in real-world scenarios.

Value Proposition:

MBA ASAP solves these problems by offering a **fast, affordable, and practical alternative** to traditional MBAs. It equips learners with actionable insights and frameworks they can apply immediately, empowering them to overcome challenges and achieve measurable success in their businesses or careers.

Action:

Structure offers around specific problems, such as:

- A “Time-Saver Pack” (condensed knowledge modules for quick wins).

- “Small Business Accelerator” (tools and frameworks for scaling efficiently).

- “Career Boost Blueprint” (targeted content for career progression).

2. MAKE THE ROI CLEAR: SHOW CUSTOMERS THE TANGIBLE BENEFITS OF YOUR PRODUCT OR SERVICE

Tangible Benefits of MBA ASAP:

- **Financial ROI:** Avoid \$50,000–\$200,000 in MBA tuition costs. Start earning or saving money by applying business strategies immediately.

- **Time ROI:** Complete a business education in days or weeks instead of years.

- **Career ROI:** Gain the skills needed for promotions or leadership roles, increasing earning potential.

- **Business ROI:** Apply proven strategies to improve efficiency, revenue, and profitability in a business.

Examples to Illustrate ROI:

- “Save \$100,000 in MBA costs and gain the same practical knowledge in just weeks.”

- “Implement strategies to increase your business revenue by 25% within the first 3 months.”

- “Spend just 30 minutes a day and see tangible career growth within weeks.”

Action:

Include testimonials and case studies from past users showing:

- Revenue growth achieved by entrepreneurs.
- Professionals who secured promotions or leadership roles.
- Small business owners who optimized operations for profitability.

3. REFINE YOUR PRICING: CHARGE WHAT YOUR OFFER IS WORTH, NOT WHAT YOU THINK PEOPLE WILL PAY

Pricing Strategy:

- **Benchmark Value:** Highlight that MBA ASAP provides MBA-level knowledge worth \$50,000–\$200,000, but at a fraction of the cost.

- **Tiered Pricing:** Offer tiered plans to cater to different needs and price sensitivities:

- **Basic Plan:** Core modules at an entry-level price.
- **Pro Plan:** Advanced modules with personalized support.
- **Executive Plan:** Complete package with 1-on-1 coaching or tailored strategies.

- **Perceived Value:** Position MBA ASAP as an **investment** in professional and business growth rather than a cost.

Sample Pricing Structure:

- **Basic Plan:** \$299 – Core MBA modules for foundational knowledge.

- **Pro Plan:** \$799 – Includes advanced frameworks and case studies.

- **Executive Plan:** \$1,499 – All-inclusive with personalized coaching and business audits.

Action:

Communicate the worth of the product through comparisons:

- “Gain MBA-level education worth \$200,000 for less than \$1,000.”
- “A one-time investment for lifelong business success.”

This approach makes MBA ASAP’s value, ROI, and pricing clear and compelling to its audience.

CHAPTER 11

ARTICULATING THE VALUE PROPOSITION

Articulating the Value Proposition

US talent: nearly 60,000 new Ph.D.s, 120,000 MBAs **per year**. That is a lot of educated talent you are competing with.

They come from the prestigious colleges that use it to make business sound hard, so average people will spend upwards of 6-figures for an education to decode it for them.

MBA ASAP decodes business infinitely faster and cheaper.

Elite students climb confidently until they reach a level of competition sufficiently intense to beat their dreams out of them. Higher education is the place where people who had big plans in high school get stuck in fierce rivalries with equally smart peers over conventional careers like management consulting and investment banking. For the privilege of being turned into conformists, students (or their families) pay hundreds of thousands of dollars in skyrocketing tuition that continues to outpace inflation. Why are we doing this to ourselves?

Find a way to integrate your goals and dreams into your present life. Maybe your dream career isn't your day job, but you can start improving your skills now to step into the life you want gradually. Don't just hope. Act now. The point is to start building the life you truly desire now with intention.

Focus on putting yourself in a position to be financially successful. Get certified: In a digital world, much of the corporate world decides whether to swipe right or left based on the logos on your LinkedIn page.

Community

Getting to know the students as individuals, understanding their origin, their interests, their intentions and their way of thinking. Possibly smaller groups, more tutored, with a more personal relationship

MBA ASAP is a media company that produces books, videos, podcasts, TV shows, talks, and this newsletter.

MBA ASAP

The target is to keep adding value to people's lives as long as possible.

Using my ingenuity and knowledge and experience to help others get ahead.

Helping others succeed economically raises overall prosperity, including your own.

Higher education has turned into a luxury good: exclusive, scarce, expensive.

MBA ASAP to remedy this situation

Online on demand affordable

I am unremarkable but I have had remarkable opportunities because of education and learning. Education is guided learning. So you get there faster. Where “there” is is up to you.

Giving the Unremarkable access to the best path to becoming remarkable.

unremarkable, but might still have remarkable opportunities.

The upward mobility and economic security afforded me by education

I founded MBA ASAP to make sure everyone could get a great business education. If you're serious about growing in your career, education at this price is a sound investment.

An MBA at a top business school is an enormous investment in time and cash. And if you don't want to work for a consulting firm or an investment bank, the chances are it simply isn't worth it.

MBA ASAP gives you simple mental models for every subject that's key to commercial success. From the basics of products and marketing to the nuances of finance and negotiation, this book and course distills everything you need to know to take on the MBA graduates and win.

Education falls into 3 categories — drown them with details, study it superfluously and **the third — extract the essence and package it in memorable ways.**

Courses are reasonably priced, so you can get started without breaking the bank.

MBA ASAP Improves Lives Through Learning, Delivering Equitable Skills Education to Lift Learners and empower Communities. We are here to enrich lives.

Developed for people who don't have the time or desire to take days off for training but who would like to develop new skills and keep their edge sharp!

People do better when they know better.

Testimonial

My fundamental belief is that everyone needs a financial education so that they can make educated decisions in life. This course delivers.

"The single most powerful asset we all have is our mind. If it is trained well, it can create enormous wealth in what seems to be an instant."

Successful Independent thinking and action requires tools and skill sets. A skill stack to leverage your uniqueness.

On the supply side, workers invest heavily in their education and skill development, recognizing that their human capital is their most marketable resource. On the demand side, companies, institutions, and headhunters compete to attract and retain top talent and the best brains.

The smartest people invest heavily in their education and skill development, recognizing that their human capital is their most marketable resource.

"Whatever abilities you have can't be taken away from you," says Warren Buffett, "The best investment by far is anything that develops yourself, and it's not taxed at all."

While this isn't a traditional investment tip, Buffett firmly believes that by regularly investing in knowledge and self-improvement, you

yourself become an asset and can more easily access opportunities for growing your wealth.

Wealth is the ability to fully experience life.” — Henry David Thoreau

The adage of the entire internet once went, “I just replaced your entire industry with 100 lines of Python code”.

In traditional MBA programs the professors are all PhDs and their specialties are research. In their PhD programs there is no training on pedagogy and how to teach. Many of them view the teaching requirement of their job begrudgingly as an interruption of their research.

I come at teaching from a business perspective as a manager and leader. One of the most satisfying parts of my career have been developing talent and watching people grow and become more confident and capable. That is how I approach teaching. It is a process of cultivating talent.

There are two ways of being creative. One can sing and *dance*. Or one can create an environment in which singers and *dancers* flourish. Warren Bennis

I am addressing not the elite but the lower rungs and beginners.

Real confidence isn’t about feeling good—it’s about being good. Instead of chasing the elusive feeling, chase skills, build knowledge, and do the work.

If it doesn’t challenge you, it won’t change you!

What got you here won’t get you there. Marshall Goldsmith

Complete the coursework, and you can develop “the sophistication necessary to make you disciplined, educated, innovative, critically-

minded, socially attractive, and economically viable—and ... without taking on a crippling burden of debt.”

There is an enthusiasm for enlightenment here—a shared, life-giving understanding that one can always become sharper and better through the pursuit of knowledge—that inspires some hope for the future of education in these dark times

CHAPTER 12

MARKETING MESSAGES

SUBJECT: TRANSFORM YOUR CAREER WITH PRACTICAL BUSINESS SKILLS

H **eader:** Say Goodbye to Overwhelm—Master Business with MBA ASAP

Body:

In today's fast-paced world, mastering practical business skills is the key to staying ahead. Forget about expensive MBAs or rigid academic qualifications. The future of success lies in actionable knowledge that empowers you to adapt, grow, and thrive.

MBA ASAP offers a skills-focused, real-world approach to business education. No fluff. No jargon. Just the essential tools you need to make an impact—fast.

- **Learn Practical Skills:** Gain insights you can apply immediately to solve business challenges.
- **Save Time:** A complete business education, tailored to your schedule.
- **Boost Your Career:** Gain confidence and credibility without the hefty cost of a traditional MBA.

Why wait? Join the movement toward smarter, faster learning. Take the first step today and unlock your potential.

[Learn More and Enroll Today]



How to Read the MBA ASAP Series



While certain skills are considered as Fundamental, Intermediate, or Advanced, the truth is, they're all interchangeable. Think of Economics and Entrepreneurship as a web rather than a linear progression.

Below, the MBA A\$AP Series of books have been organized based on skill "level", but each has deep connections with eachother. Trust your entrepreneur instincts and read this in whatever order you are guided.



Financial Mastery

Bookkeeping

Accounting

Financial Statements

Accelerated Learning

— FOUNDATIONAL SKILLS —

Management & Leadership

Leadership

Management

Startups & Entrepreneurship

Marketing

Strategy

Negotiation

— INTERMEDIATE SKILLS —

Innovative Trends

Cryptocurrencies & Blockchain

Corporate Finance

Analyze a 10K Report

Investing

— ADVANCED SKILLS —

