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* If prompted for a password, use the password that was emailed to you.

WORKBOOK FOR SALES, MARKETING & COMMUNICATIONS SEMESTER #3 & CLASS #5 (ALSO CALLED SMC-3-5)**

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [SMC-3-5-1: INTRO TO CREATING YOUTUBE CONTENT + QUANTIFYING ADVERTISING EXPENSES & THE LONG-TERM VALUE OF A CUSTOMER](#) (Overview of content creation plus using NPV and the time value of money to quantify the lifetime value of a customer or product.)
- 2** [SMC-3-5-2: CONTENT STRATEGIES](#) (A discussion of many types of content strategy to help you brainstorm on what social media content makes most sense for your brand.)
- 3** [SMC-3-5-3: MONETIZING STRATEGIES \(CROSS-SELLING, UP-SELLING, BRAND AWARENESS & MORE\)](#) (Various ways to make money from your content, including long-term brand awareness strategies.)

Please have this workbook open during the SMC-3-5** lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “*Does Anyone Have Any Questions?*” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in SMC-3-5. If you can’t watch this class live, then Chris’ team will have an edited replay of the lesson online within one day after this class has ended.

TOPIC 1 OF 3: SMC-3-5-1: Intro to Creating YouTube Content + Quantifying Advertising Expenses & the Long-term Value of a Customer

Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

TOPIC 2 OF 3: SMC-3-5-2: Content Strategies

Optional: Type your notes for Topic #2 in this box:

Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

TOPIC 3 OF 3: SMC-3-5-3: Monetizing Strategies (Cross-selling, Up-selling, Brand Awareness & More)

Here is the JavaScript code Chris mentions during Topic 3 for placing URL forwarding purposes:

```
<script>
  gtag('event', 'conversion', {
    'send_to': 'AW-1060977414/TOMbCOiCwYcBEIb29PKD',
    'transaction_id': ''
  });
</script>
```

```
<script>
  // redirect page if not in Squarespace interface
  if (!window.frameElement) {
    window.location.replace('https://learn.harounventures.com/p/the-complete-financial-analyst-training-investing-course');
  }
</script>
```

Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #3. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Thanks:

HOMEWORK

After this lecture, please complete any exercise(s) in this workbook that you have not yet completed (if applicable) and the quiz associated with this lecture. The quiz is always in the last lecture for each class.
Thanks