

// PROSPECTUS



BIRDCAGE SCHOOL™

Outlining everything you need to know about
being a student of Birdcage School™.

The only Digital Marketing Course you'll ever need.

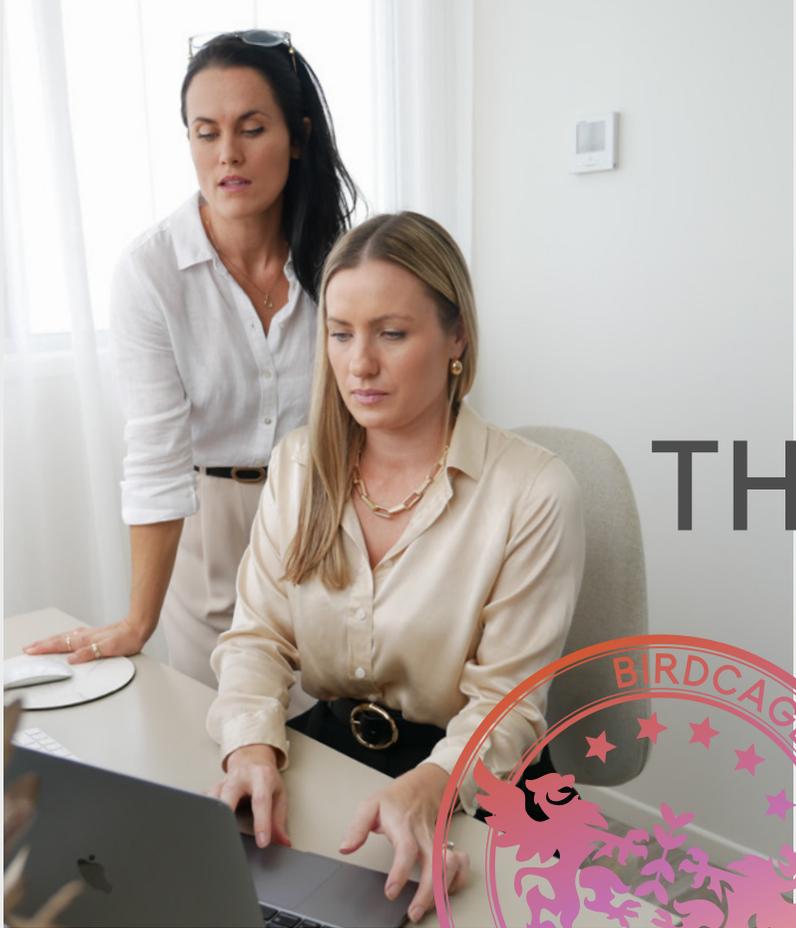
A subsidiary company of Birdcage Group™



| | |
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THE FULL LIBRARY™

// YOUR SHORTCUT TO SUCCESS

In 2024, digital marketing is an indispensable aspect of business. Our comprehensive course removes the guesswork from strategy, social media, email marketing, paid ads, and website management through a proven system, taught in universities and by accredited Government growth mentors.



WHO SHOULD ENROL?



Professional Marketers

Discover marketing psychology and enhance your digital marketing effectiveness, delivering consistent results for your clients.



Brand Leaders

Guide your team with an innovative and streamlined approach to managing all digital marketing platforms.



Entrepreneurs

Design and implement strategies to launch or grow your business in the digital space, avoiding common pitfalls.

// COURSE DETAILS



Module Content: 11 hours, 27 minutes, and 37 seconds

Practical Execution: 5 hours per week

Total Time to Fulfilment: 6 months

Membership: 12 months

Additional Support

Live Office Hours: 1 hour per month,
included in membership

1-on-1 Coaching: Unlimited opportunity,
discounted price in membership

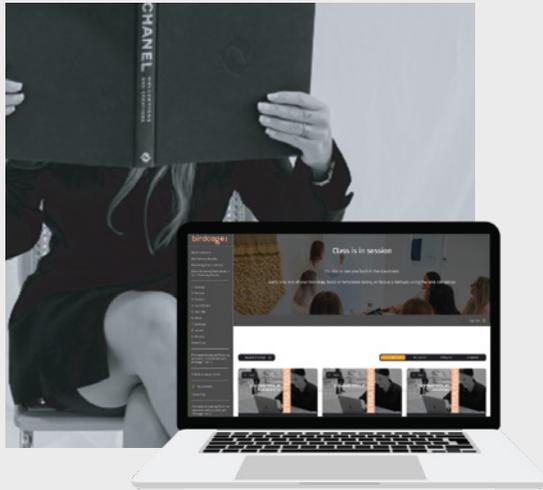
Chess Club: Unlimited opportunity,
included in membership

WHY ENROL?

This course is your ultimate guide through the complexities of digital marketing. With continually updated content reflecting the latest trends and changes, The Full Library™ ensures you stay ahead in the fast-evolving digital space. Whether you're a professional marketer, brand leader, or entrepreneur, this course provides you with the tools and strategies needed to achieve meaningful engagement and impactful results. Transform your goals into reality with The Full Library™.

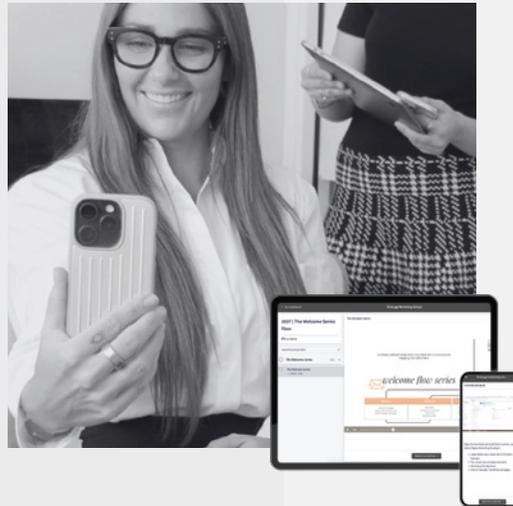
// COURSE OUTLINE

The Full Library™ is made up of 3 Simple Steps.



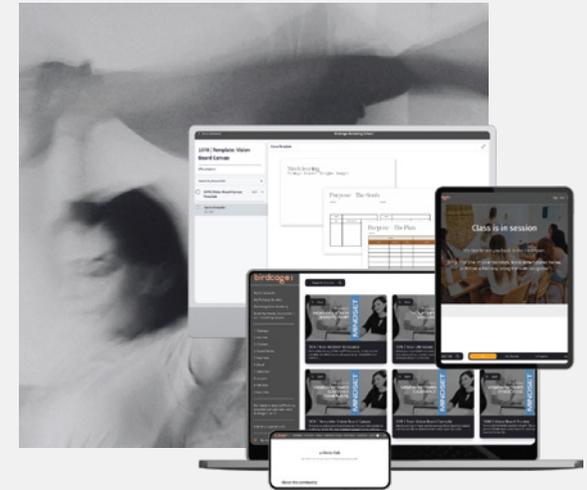
STEP ONE The Method

Utilise our signature marketing psychology techniques to create your own brand strategy and action plan. Learn to resonate with your audience, and set the foundations for meaningful engagement and impactful results.



STEP TWO The Action

Your comprehensive guide through the complex landscape of digital marketing platforms, ensuring you stay ahead in the fast-evolving digital space.



STEP THREE The Mindset

The missing piece: this pathway is designed to shift your perspective, focusing on the crucial mental shifts that pave the way to real results. Cultivate the resilience, vision, and strategic thinking that transform your goals into reality.

// STEP ONE

THE METHOD

Module Content: 2 hours, 31 minutes, and 45 seconds

Practical Execution: 5 hours per week

Total Time to Fulfilment: 2 months

Membership: 12 months

Additional Support

Live Office Hours: 1 hour per month, included in membership

1-on-1 Coaching: Unlimited opportunity, discounted price in membership

Chess Club: Unlimited opportunity, included in membership

Why The Method is a non-negotiable:

The Method is the essential step that every other marketing course and campaign fails to address. By using our signature marketing psychology techniques and strategies that we've developed over the past 15 years, you ensure that your campaigns truly resonate with you audience and set the foundations for meaningful engagement and impactful results.



WHAT YOU'LL LEARN



| TOPICS | LEARNINGS | QUESTIONS ANSWERED |
|-------------------|---|---|
| AUDIENCE STRATEGY | WHO they are WHAT you do for them WHEN they need you WHERE to reach them WHY they think how they do HOW to make them buy | Who am I speaking to? How do I get them to care? |
| BRAND STRATEGY | WHO you are WHAT you do HOW you do it WHY you do it | Why should people listen to me / buy from me? |
| CONTENT PERSONA | WHO you show up as WHAT you talk about WHY people should care | What should I talk about in content? How should I present myself / my brand? |
| MARKETING FUNNELS | HOW people choose to buy from you WHEN you post WHERE you post WHAT you say and at what time of the funnel | What platforms do I use and how should I use them? |

TRAINING VIDEO BREAKDOWN

WELCOME

| | |
|--------------------------------|--------|
| Welcome to the method | 4m 45s |
| Terms & Phrases | 2m 27s |
| The Strategy | 3m 24s |
| What We'll Cover in The Method | 6m 18s |

THE AUDIENCE STRATEGY

| | |
|---|---------|
| The Strategy Template | (TOOL) |
| Introduction & Examples | 3m 14s |
| Who Are Your Audience | 1m 12s |
| Demographics | 1m 26s |
| Psychographics | 0m 57s |
| Schemas | 11m 22s |
| Audience Schema Quiz | (TOOL) |
| Pain Points | 1m 34s |
| Transformation | 4m 15s |
| Segmenting | 1m 41s |
| Chat GPT Prompts for Clarifying Audiences | (TOOL) |
| Audience Question List | (TOOL) |
| Example Strategy: Service Based | (TOOL) |
| Example Strategy: Coaching Strategy | (TOOL) |
| Example Strategy: Product Based | (TOOL) |

YOUR BRAND STRATEGY

| | |
|----------------------------|--------|
| Introduction | 2m 5s |
| Your Approach | 7m 4s |
| Offering | 2m 26s |
| Features & Benefits | 2m 25s |
| Personality | 4m 30s |
| Values | 1m 25s |
| Mission & Vision Statement | 8m 2s |
| Brand Essence | 2m 37s |
| Brand Story | 7m 7s |
| Brand Archetype | 9m 30s |
| Brand Aesthetic | 17m 2s |
| Chat GPT Prompts | (TOOL) |
| Brand Archetype Quiz | (TOOL) |
| Graphic Design Styles | (TOOL) |
| Brand Aesthetic Styles | (TOOL) |

YOUR CONTENT PERSONA

| | |
|-------------------------------|---------|
| Discover Your Content Persona | 14m 26s |
|-------------------------------|---------|

YOUR CUSTOMER JOURNEY FUNNEL

| | |
|-------------------------------------|---------|
| The Customer Journey Funnel (Intro) | 4m 38s |
| Top of Funnel Breakdown | 3m 45s |
| Middle of Funnel Breakdown | 3m 26s |
| Bottom of Funnel Breakdown | 18m 42s |

// STEP TWO

THE ACTION

Module Content: 6 hours, 35 minutes

Practical Execution: 5 hours per week

Total Time to Fulfilment: 3 months

Membership: 12 months

Additional Support

Live Office Hours: 1 hour per month, included in membership

1-on-1 Coaching: Unlimited opportunity, discounted price in membership

Chess Club: Unlimited opportunity, included in membership



Why you need this learning pathway:

The Action pathway is designed to be your comprehensive guide through the complex landscape of digital marketing platforms. Each digital platform has strengths and weaknesses, that when used correctly, can save you time and money to help you reach your goals. With content that's continually updated to reflect the latest trends and changes, 'The Action' ensures you stay ahead in the fast-evolving digital space.

WHAT YOU'LL LEARN



// THE ACTION

| TOPICS | LEARNINGS | ADDED BONUS |
|---------------|--|--|
| INSTAGRAM | <ul style="list-style-type: none">Is Instagram the right platform to use?How to get results using InstagramHow to make MORE Instagram content in LESS timeOptimise your profile for salesHow to SAFELY repurpose Instagram contentLearn to plan, create and edit Instagram content in record time | Benefit from our insider knowledge as Verified Meta Business Partners |
| TIKTOK | <ul style="list-style-type: none">Is TikTok the right platform to use?How to get results using TikTokHow to make MORE TikTok content in LESS timeOptimise your profile for salesHow to SAFELY repurpose TikTok contentLearn to plan, create and edit TikTok content in record time | Benefit from our insider knowledge not only as Verified TikTok Agency Partners, but Maddy's collaborations with TikTok as a paid content creator |
| LINKEDIN | <ul style="list-style-type: none">Is LinkedIn the right platform to use?How to get results using LinkedInHow to make MORE LinkedIn content in LESS timeHow to SAFELY repurpose LinkedIn contentLearn to plan, create and edit LinkedIn content in record time | Benefit from our insider knowledge as Verified LinkedIn Partners |
| PINTEREST ADS | <ul style="list-style-type: none">How to choose the RIGHT ad platformHow to read analytics and track resultsHow to choose how much to spend on adsHow to skip the "testing" phase and create ad creative that works EVERYTIME (and save you thousands of dollars on lost ad spend)How to fix your ads when they're not working | Benefit from our insider knowledge as Preferred Pinterest Partners |

MORE ON NEXT PAGE >

WHAT YOU'LL LEARN *continued*



// THE ACTION

| TOPICS | LEARNINGS | ADDED BONUS |
|--|---|--|
| iPHONE CONTENT CREATION & EDITING | <ul style="list-style-type: none">How to capture high-quality content on just your iPhoneHow to create 3 x as much content in one sessionHow to use lighting and microphones to go viralHow to edit ON your iPhone using FREE softwareDatabase of top-performing content examples to replicate | Content Tools, Calendars and Templates ready to fill out |
| META ADS (FORMALLY KNOWN AS FACEBOOK ADS) | <ul style="list-style-type: none">How to choose the RIGHT ad platformHow to read analytics and track resultsHow to choose how much to spend on adsHow to skip the “testing” phase and create ad creative that works EVERYTIME (and save you thousands of dollars on lost ad spend)Watch a live Meta Ads campaign build out and follow along to avoid ANY mistakesAudit your ad account to make sure it’s setup correctlyHow to fix your ads when they’re not working | Benefit from our insider knowledge as Verified Meta Agency Partners for over 8 years |
| EMAIL MARKETING | <ul style="list-style-type: none">How to create email automations that sell while you sleepHow to generate more than 45% of your revenue through email aloneFill-in-the-blank email copy and automated flows for eCommerce, Service and Coaching brandsEmail design templates to replicateHow to create popups that work (not annoy) | Benefit from our insider knowledge as Silver Klaviyo Marketing Partners |
| WEBSITE CONVERSION OPTIMISATION | <ul style="list-style-type: none">Choosing the best website platforms for DIYHow to outsource your web build for best resultsFill-in-the-blank copy website copy templatesOur best performing website designs for eCommerce, Coaching and Service brandsDomain, Hosting & Maintenance AdviceOptimising your site for AI searchingOur best-selling Website Audit Checklist (worth over \$1,500 alone!)The *Perfect* Homepage & Landing Page Designs for ConversionsWebsite privacy and terms of use policy templates | Benefit from our insider knowledge as both Klaviyo Partners and WordPress Experts |



TRAINING VIDEO BREAKDOWN

MASTERING SOCIAL MEDIA

| | |
|--|---------|
| Intro to Social Media Marketing | 6m 44s |
| Becoming the Digital Creator | 1m 44s |
| Platforms to Use | 1m 19s |
| Content Formats | 16m 56s |
| Hooks & CTAs | 12m 30s |
| Captions & Hashtags | 3m 40s |
| Content Planning Like A Pro | 14m 45s |
| Video Content Checklist | 9m 53s |
| Maximising Engagement | 7m 37s |
| Optimise Your Profile | 3m 28s |
| Repurpose Your Content | 1m 21s |
| Optimise Your Content | 1m 16s |
| Content Planning Tool ClickUp Template | (TOOL) |
| What's Next | 0m 48S |

IPHONE CONTENT CREATION

| | |
|---|---------|
| Introduction to iPhone Content Creation | 1m 31s |
| Capturing Content on iPhones | 8m 14s |
| Lighting, Mics & Equipment | 6m |
| The Art of Repurposing | 2m 45s |
| Repurposing Matrix | (TOOL) |
| Editing for Beginners | 14m 59s |
| Example Content Formats | (TOOL) |

WINNINGS WEBSITES

| | |
|---|---------|
| Which Website Platform (CMS) | 18m 37s |
| Writing High Converting Web Copy | 14m 21s |
| Designing a Winning Website | 18m 12s |
| SEO Basics | 9m 41s |
| Extras Your Web Agency Wish You Knew | 2m 59s |
| Domain, Hosting & CMS | 11m 59s |
| Optimising for AI Search & Chat GPT | 11m 37s |
| The Ultimate Web Audit Checklist | (TOOL) |
| eCommerce: The Perfect Homepage Design | (TOOL) |
| Coaches: The Perfect Homepage Design | (TOOL) |
| Service: The Perfect Homepage Design | (TOOL) |
| Our Winning Landing Page Layout | (TOOL) |
| Website Copy Prompts To Get You Started | (TOOL) |
| Website Copy Deck Writing Template | (TOOL) |
| Website Copy Frameworks | (TOOL) |
| Website Privacy Policy Template | (TOOL) |
| Website Terms of Use Template | (TOOL) |

[MORE ON NEXT PAGE >](#)

**TRAINING VIDEO BREAKDOWN** *continued*

EMAIL MARKETING EXPANDER

| | |
|-------------------------------------|---------|
| Email Marketing 101 | 11m 44 |
| Email Marketing Platforms | 8m 42s |
| Growing Your Email Database | 2m 56s |
| Deciding on a Lead Magnet | 16m 26s |
| The Welcome Series Flow | 4m 9s |
| The Abandoned Cart Flow | 3m 24s |
| The Post Purchase Flo | 2m 20s |
| The Pre-Discovery Call Flow | 3m 06s |
| The Pre-Appointment Flow | 2m 18s |
| Email Copy Best Practice | 4m 47s |
| Email Design Best Practice | 3m 51s |
| Email Metrics the Basics | 3m 06s |
| eCommerce Fill in the Blank | (TOOL) |
| Coach and Service Fill in the Blank | (TOOL) |
| 10 Week Sample eDM Plan | (TOOL) |

PAID ADS AMPLIFIER

| | |
|------------------------------------|---------|
| Paid Ads 101 | 29m 41s |
| Choosing Paid Ad Platforms | 18m 31s |
| Analytics & Tracking 101 | 16m 33s |
| Choosing Your Campaign Type | 19m 20s |
| Setting the Ad Budget | 2m 35s |
| Fundamentals of Audience Targeting | 1m 15s |
| Winning Ad Creative | 6m 42s |
| Creating an Ads Strategy | 5m 46s |
| Live Build | 24m 52s |
| Paid Ads Strategy Template | (TOOL) |

// STEP THREE

THE MINDSET

Module Content: 2 hours, 20 minutes, and 52 seconds

Practical Execution: 5 hours per week

Total Time to Fulfilment: 1 month - Ongoing

Membership: 12 months

Additional Support

Live Office Hours: 1 hour per month, included in membership

1-on-1 Coaching: Unlimited opportunity, discounted price in membership

Chess Club: Unlimited opportunity, included in membership



Why this is your million-dollar missing piece:

Mastering digital marketing strategies and techniques are important skills, but the missing piece to anyone's success is always mindset. "The Mindset" pathway is designed to shift your perspective, focusing on the crucial mental shifts that pave the way to real results. Learn the very mindset that Maddy employed to dramatically turn her agency, Birdcage™, around from nearly \$100k in debt to celebrating continual \$90k profit months in under a year. It's about cultivating the resilience, vision, and strategic thinking that transform your goals into reality.

TRAINING VIDEO BREAKDOWN

POWER OF THE MIND

| | |
|-----------------------------|---------|
| Introduction to The Mindset | 2m 24s |
| The Subconscious Mind | 11m 35s |

LIVING IN ALIGNMENT

| | |
|------------------|--------|
| Your Life Values | 9m 1s |
| Manifestation | 7m 18s |

GOALS & VISION BOARDING

| | |
|------------------------------|--------|
| Non-Believer Bootcamp | 6m 39s |
| Your Life Values | 14m 1s |
| Life Values List | 14m 1s |
| Vision Board Canvas Template | (TOOL) |
| Vision Board Example | (TOOL) |
| Vision Board Process | (TOOL) |

ACTIVATIONS

| | |
|-------------------------------------|---------------|
| Introduction to Activations | 1m 27s |
| Ultimate Digital Creator Activation | 6m 19s audio |
| Hold Space for More | 20m 43s audio |
| Energy Upgrade Walking Activation | 22m 38s audio |
| Abundance Sleep Activation | 24m 46s audio |



// MEMBERSHIP INCLUSIONS

The Full Library™ student opportunities include:



Chess Club

12 months' access to our exclusive, online community, Chess Club: a members-only platform to network, liaise with Birdcage™ experts, and collaborate with other industry experts and thought leaders.

24/7 Online Community

Connect with like-minded individuals

Solve problems and create ideas

Monthly opportunities to win 1-on-1 Coaching



Live Office Hours

Consistent, monthly group coaching calls with Maddy Birdcage™, Founder of Birdcage School™ and leading industry expert.

Assessment and support

Mentoring advice and leadership

Pre-submit questions

// COURSE ADD-ONS

Available for purchase together with The Full Library™, or as an addition later.



// COURSE ADD-ON

Get There Faster and Easier with **COACHING UNLIMITED™**

Why Coaching Unlimited™?

Imagine having a marketing expert on speed dial. When you're stuck, you need answers now. With Coaching Unlimited™, you can book unlimited one-on-one sessions over 6 months. Whether it's a quick 20-minute brainstorm, a 40-minute strategy session, or a Voxel voice note—our Birdcage Certified™ experts are here for you.

REAL EXPERTS, REAL RESULTS

Our senior Birdcage coaches have:

- Managed significant marketing budgets
- Led corporate teams
- Run successful businesses

And yes, you can even book sessions with
Maddy Birdcage herself!



// COURSE ADD-ON

Achieve your goals faster with Coaching Unlimited™

Going it alone is tough. Our coaches provide the accountability and guidance to keep you on track and help you reach your goals faster.

WHAT YOU GET

PERSONALISED ADVICE

Tailored to your business challenges.

FLEXIBLE SESSIONS

As many 20, 40, or 60-minute sessions as you need, up to 20 hours over 6-months.

SUPPORT WHEN YOU NEED IT

Immediate, expert advice.

EVERY QUESTION COVERED

Choose from our specialist marketing, business & mindset coaches who have been handpicked and trained by Maddy Birdcage herself.

PRICING OPTIONS

PAY IN FULL AND SAVE

For new students, including The Full Library™ \$AU12,990
Existing The Full Library™ students, add-on \$AU8,330

6-MONTH PAYMENT PLAN

For new students, including The Full Library™ \$AU2,600 p/m for 6 months
Existing The Full Library™ students, add-on \$1,690 p/m for 6 months



Read to take the next step?

With Coaching Unlimited™, you're never alone. Get the immediate advice, personalised support, and accountability you need. Upgrade to Coaching Unlimited™ today and see the difference it can make. Your future self will thank you.



// COURSE ADD-ON

Perfect for freelance marketers and agency owners

MARKETING BOSS ACADEMY (MBA)



Make marketing your (wildly profitable) business with the only program designed for new and existing freelance marketers and agency owners.

Know your exact next steps; whether you're just starting or a seasoned professional. Know exactly how to get (and keep) clients that love you, and learn how to work less while earning more.

Be able to grow your online business your way: whether that's growing a team, working from anywhere, working around family, or leasing a commercial office!

PRICING OPTIONS

As an add-on at checkout with The Full library™ \$AU1,490

On its own \$AU2,990

// AFFILIATE OPPORTUNITIES

The Full Library™ members have the opportunity to gain unlimited earning potential in our Inner Circle Partner Program



Inner Circle Birdcage™ Partner Program

- Earn special commission rates on successful affiliate sales
 - Discounted Conference and Retreat pricing
 - Chance to be featured on the Not-So Kind Regards™ Podcast
 - Chance to be invited as a Guest Speaker at Birdcage™ Social Club Events
 - Fast-track to become a Birdcage™ Certified Coach and Agency Overflow Partner
- // with specialised sales training on offer for selected Partners

“I’VE GENERATED MORE LEADS IN 3-MONTHS SINCE STARTING BIRDCAGE MARKETING SCHOOL™ THAN ALL OF LAST YEAR”

// Louise Smith
Founder & Marketing Expert of
The Social Smith, UK



“COMPLEX SUBJECTS ARE BROKEN DOWN INTO SMALLER EASY-TO-UNDERSTAND CONCEPTS. I JUST LOVE IT!”

// Anonymous Student
Starting New Business, USA



“I WAS CAUTIOUS CHOOSING ANOTHER PLATFORM BECAUSE I’D BEEN BURNED BEFORE. BUT APPLYING THE LEARNINGS, I HAVE SEEN A NOTICEABLE INCREASE IN SOCIAL ENGAGEMENT ON OUR PROFILES.”

// Jessica
Agency Marketer at
Bam Creative, WA Australia



“I HAVE LEARNT SOOOOO MUCH AND IT’S ALREADY PAYING OFF!”

// Allina Green
Founder & Marketing Expert of
Making Waves Digital Marketing, AUS





The only Digital Marketing Course you'll ever need.

A subsidiary company of Birdcage Group™

