

// 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

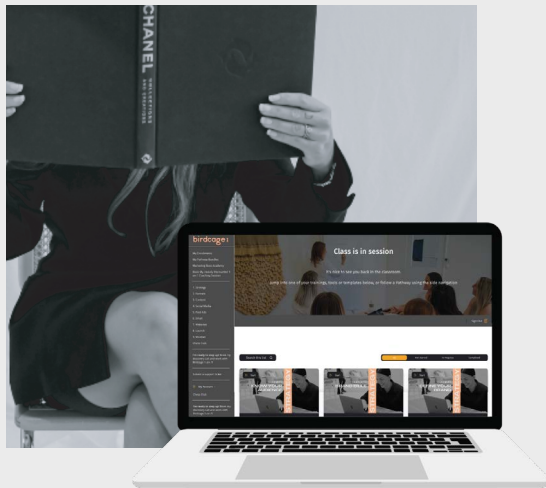
Live Office Hours: 1 hour per month,
included in membership
1-on-1 Coaching: Unlimited opportunity,
discounted price in membership
Chess Club: Unlimited opportunity,
included in membership

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™.

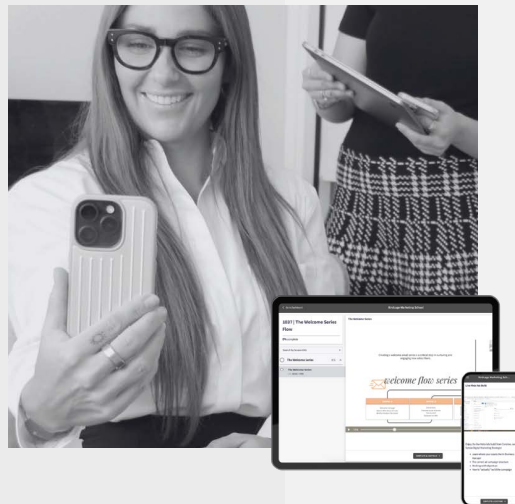
// COURSE OUTLINE

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



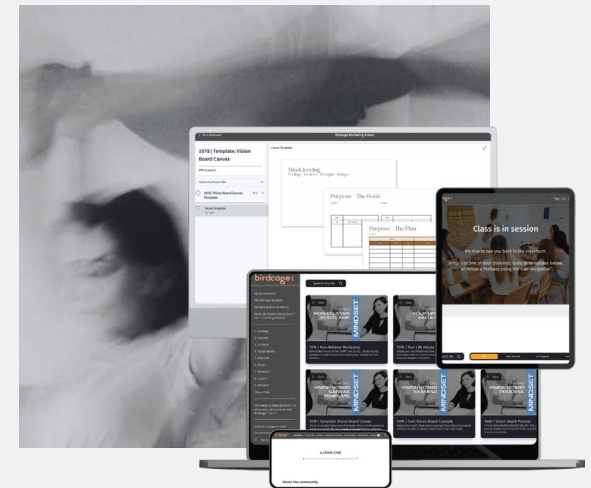
STEP ONE The Method

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
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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:

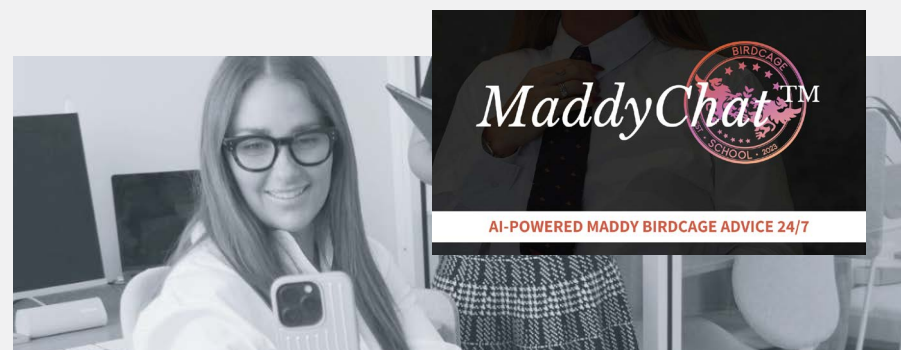


Birdcage Connect

The ultimate in expert support and community

**Weekly strategy calls
Brainstorming sessions, and
Networking with industry experts and peers.**

PLUS gain the opportunity to “Stay-Connected” in this expert support community once The Full Library™ subscription finishes, in a month-to-month rollover Birdcage Connect™ service - to keep your marketing momentum going.



Maddy Chat™

Like having maddy birdcage on speed dial

To speed up your marketing results, and help guarantee your success, we created MaddyChat™.

The **AI-Powered chat bot** available 24/7 with all the answers.

Chat casually, just like messaging your bestie who actually has the answers, or dive into our structured ChatGPT prompts to power through your strategy and content with AI & our signature frameworks.

// 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

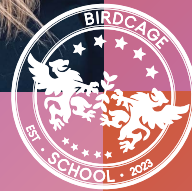
“I’VE GENERATED MORE LEADS IN
3-MONTHS SINCE STARTING
BIRDCAGE MARKETING SCHOOL™
THAN ALL OF LAST YEAR”

// 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™

