

CORPORATE PROFILE

More Clients,
More Money,
and **More Time**[™]



More Clients, More Money, and **More Time**™

AMI CERTIFIED
PRACTISING
MARKETER
AUSTRALIAN MARKETING INSTITUTE



PROFILE AND FREQUENTLY ASKED QUESTIONS

How can Excellence Above help you?

Established in 2010, Excellence Above Coaching is a Marketing, Mentoring and Entrepreneurial Educational Company under the leadership of Edward Zia. We offer a range of services including:

- Marketing and Business Mentoring
- Business, Political and Marketing Trends, Analysis & Commentary
- Blogging, Coverage and Business Writing
- Sales, Motivation and Training
- Live Marketing Workshops, Webinars and Keynote Speaking
- Accountability, Inspiration and helping people WIN BIG

We place a strong emphasis on accountability and helping our clients get more done.

Our methodology and underlying processes come from master coaching principles, neuro-linguistic programming and 'best practice' processes from the TCI ('The Coaching Institute'), the AMI ('Australian Marketing Institute'), the AIM ('Australian Institute of Management'), Monash University, Swinburne University and years of business experience.

Edward Zia is a Certified Practising Marketer (CPM) and Associate Fellow with the Australian Marketing Institute (www.ami.org.au). The CPM accreditation commits its members to excellence in the marketing profession and service to their clients. This includes high levels of academic and practical experience, the utmost levels of ethical standards and continuous learning and development.

Excellence Above Coaching Pty Ltd (ABN 33 150 785 096) is based in Sydney, Australia, and we look after clients nationwide.

What can I expect and what is the process?

Excellence Above helps businesses and individuals to grow, succeed and prosper.

Every situation is unique and we use a four-stage process to direct our efforts:

1. Goals and outcomes desired
Clearly define the end outcome and goals.
2. Reality and current situation
Review the current situation in a factual and objective manner.
3. Options and possible approaches
Determine viable options and possible means of achieving the outcome.
4. Way forward
Select the best way forward and assess progress.

Depending on the specific nature of our clients, we may recommend a limited project scope or ongoing retainer.



ABOUT EDWARD

Edward Zia

Edward Zia is a Marketing Mentor, Personal Coach, Online Educator, Blogger, Event Speaker and Master of Ceremonies. He loves helping entrepreneurs win big and loves business, growth, success, politics and anything entertaining (especially slightly controversial).

As a Marketing & Coaching Leader, he has helped many people make lots of money and succeed big time.

Prior his life today, Edward was a Combat Engineer in the Australian Army and was privileged to work in Drug Enforcement Special Projects with the Federal Government. He has lived many different lives being at the bottom of society and doing it tough; walking the mean streets finding out information to protect the public, right through to managing teams of elite professionals and helping thousands build bigger businesses.

Edward is a Proud Christian, Member of the Liberal Party of Australia, Host with NSW Business Chamber, Meetup City Organiser and is an advocate for change and sharing his successes with the world. He donates his blessings, knowledge and influence to support Entrepreneurs, Students, Australian Aboriginal

Communities, those 'sleeping rough', Religious Organisations, the LGBT+ Communities and more.

Edward's Business Excellence Above Coaching, supports a large range of clients including: Property Advocates, Finance & Accounting, Business Sales & Turnaround Firms, Specialty Chemical Suppliers, Executive Mentors & Life Coaches, Travel & Tourism, Work Health & Safety Consultants, Chinese Medicine & Health, Beauty & Skin Education and Salons, National Trades, Tools & Construction Companies, Direct Selling, Network Marketing, RTO Colleges, Universities, Australian Defence & Law Enforcement and many more.

He also has a powerhouse partnership network with NSW Business Chamber, British Chamber, LinkedIn, Microsoft, Meetup, Mailchimp, Servcorp, the ACCOR Group and more.

To learn more, google 'Edward Zia' and visit www.excellenceabove.com.au





WORKING WITH EXCELLENCE ABOVE

EA Mentoring Program

At Excellence Above we work with all of our clients in a unique way to conquer their challenges and achieve success. The more information we have about a given situation, the better quality the advice we can provide.

Strategic vs Tactical

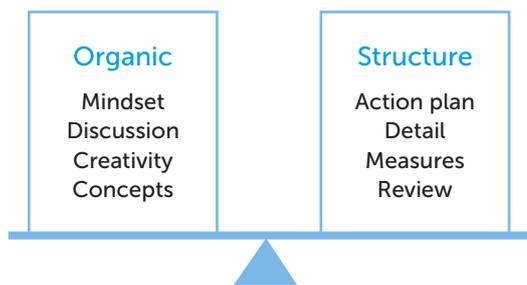
Our counsel often covers high level strategic thinking right through to 'street-level' tactical activities. It's our job to adapt to the client to provide exactly what they need.

Strategic Examples	Tactical Examples
Structure	Business networking
Brainstorming	Training
Promotion channels	Traditional advertising
Products	Event management
Pricing	Social media
Brand values	Design and colours
Values and mission	Sales pitch
Direction	Wording and content

Organic vs Structure

Some clients require process, structure and discipline, whereas some require the direct opposite: creativity, new ideas and motivation.

We understand and give our clients what they need to win.



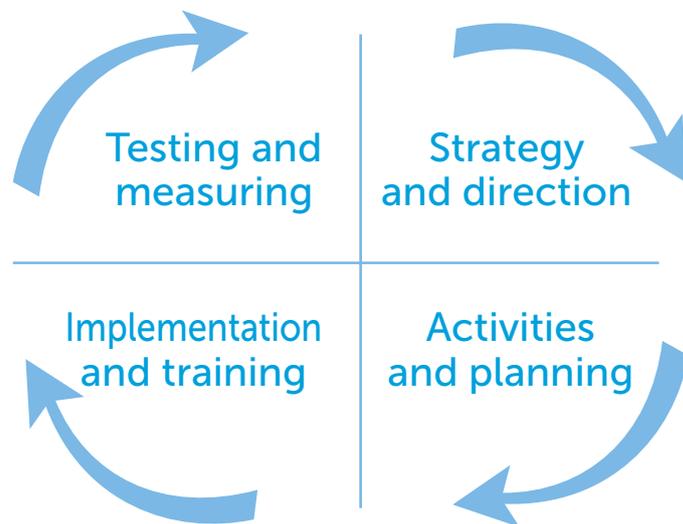
WORKING WITH EXCELLENCE ABOVE

Length of Engagement

We work with clients for as long as they require. No lock-in contracts. 100 per cent transparent. Win/win for both parties.

Meeting Structure and Records

Some meetings can be highly structured with strict agenda with some being creative 'free-flowing' discussions to create new profitable concepts. We generally use email as a powerful means of keeping track of conversations and capturing unique ideas.



Terms and Fine Print

Please take the time to read this carefully and let us know if you have any questions about our arrangement together:

Excellence Above Coaching ('EA') is a marketing mentoring service that is designed to help business owners, directors and managers achieve their goals. EA mentors do their best at all times in understanding clients' unique situations and goals – with the focus on providing the best possible advice.

- The EA mentors are an external party to the client and it's critical that the client understands they are completely responsible for assessing any advice given in accordance with their own situation and objectives. Clients are completely responsible for their outcomes.
- For any cancellations, we require a minimum of 24 hours' notice (within 24 hours this may be subject to full payment to cover lost time). For consulting relationships, payment terms are strictly 14 days from the date of invoice. Dishonour fees maybe charged on rejected payments and we reserve the right to suspend services in the case of unpaid invoices. We generally charge the following month for the previous month of given services.
- With clients across the nation we 'meet' in a variety of manners including face-to-face, phone, skype, Facebook Messenger and webinar technology.

WORKING WITH EXCELLENCE ABOVE

The Business and Marketing Diagnostic

When we first work with clients, it's our job to ask lots of questions. This is to uncover hidden issues, give us useful information and help us to focus on what matters. If you are serious and ready to work with us, please review the following questions and provide key insights prior to our first meeting.

General Business

- What type of business are you in?
- What are your business goals and personal goals?
- How long have you been in business?
- What is the the direction of your business? Are you comfortable with that so far?
- Are all members of your company behind your vision?
- Do you feel like you are getting the results for the work you are putting in?
- Is your current business model sustainable?
- How modern is your business compared to the market?
- What is the health of your business in terms of finance, personnel, IT, operations, sales and marketing and other areas?
- What professionals do you have currently engaged?
- What gaps do you see and who are you after? Accountant? Financial planners? HR consultant? IT manager? Legal? Design? Online marketing?
- Can we refer you to anyone in particular?
- Anything you can tell us about you personally?
- What else is relevant to us helping you get awesome results?

Marketing Specific

- What is your understanding about sales and marketing?
- How do you feel your business is performing in this specific function?
- What do you feel are the major marketing challenges for you?
- Who is your ideal target client?
- How are you currently priced for your product compared to market?
- What type of brand and identity do you have so far? How are you perceived in the market?
- What marketing channels have worked for you previously? What hasn't and why?
- What is your current marketing budget?
- How much time do you have available for sales and marketing?
- Are you comfortable you have explored all the low-cost marketing strategies yet?
- Do you have a decent website? Social media presence?
- How many more product sales/clients do you seek?
- What are your personal marketing strengths? weaknesses? What do you like doing? What don't you?
- How much risk do you like taking on with your marketing? What speed would you like to work at?



CORPORATE WORK

Public Speaking and Events

Edward Zia is a dynamic, authentic and engaging speaker with his key style being heavily influenced by leading entrepreneurs and authorities.

His fresh and up-lifting style is a meld of his own thinking with key influences from Bill Gates, the Australian Army, the Australian Federal Police ('AFP'), Australian Security Intelligence Organisation ('ASIO'), Tony Robbins with a 'hint' of Donald Trump.

Edward has extensive public speaking experience from corporates to his own workshops and 'Profitable Marketing Forum' seminars. Contact Excellence Above today to start revolutionising your life!



WORKING WITH EXCELLENCE ABOVE

What is 'Accountability' and How Does it Work?

In any coaching (and business) situation, 'accountability' is a critical part of the process which helps us to achieve more than if we were alone and 'unassisted'.

This is where the EA mentor will help you develop clear objectives and hold you accountable to act in your own best interests!

Having a 'fun and productive' mentoring session is great, but it must be backed up by 'outcome-focused' action to help you carry out and implement what you need to. Remember, the market doesn't reward Ideas – it rewards Ideas that are implemented well!

The 'decisions and action taken' form shows how we agree on decisions/actions, how we track performance and how we help achieve your goals/outcomes.

We are about results for our clients!



How Do I Get Started?

If you haven't already, the first step is to visit our website www.excellenceabove.com.au

When you're read, please speak direct to Edward Zia at edward@excellenceabove.com.au to discuss options and the best win / win pathway forward.



THE AWESOME MARKETING VAULT WITH EDWARD ZIA™

Edward's Extremely Popular Mentoring Program to help you build your PROFITABLE Business, be known as the BEST and get More Clients, More Money, and More Time™

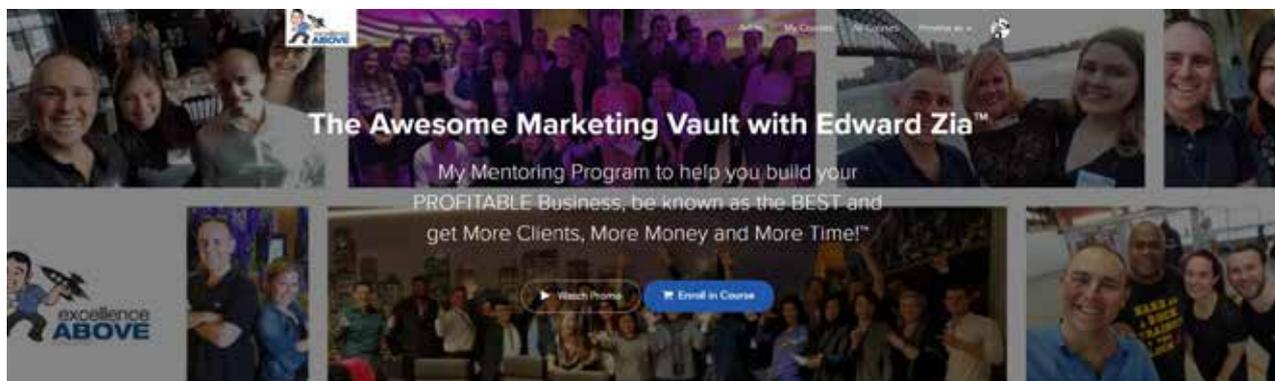
Edward invite's you to join this powerful program and our wonderful community!

This gives you:

- High Value Marketing Strategies, Tactics and thinking that is proven and distilled into an easy form with great downloads, entertaining videos and Q&A!
- 24 / 7 Online Access to the content which you can even DOWNLOAD, keep for yourself and enjoy NEW REGULAR UPDATES!
- Personal & Direct access to myself, Edward Zia where you can ask questions, get my advice and enjoy personal Mentoring & Coaching from myself.
- Opportunities to network and be part of our loving community through our private Facebook Group and Connections!
- The time of your life to condense years of learning into a fun, action packed experience with Marketing Mentor & Commander, Edward Zia (me) on your wonderful team.



Visit
www.excellenceabove.com.au
to learn more



Want a stream of high value PROFITABLE clients and have a business that totally rocks that gives you the life of your dreams?

Read on and scroll down to watch Section 2 on the house!

Are you finally ready to FAST TRACK your SUCCESS?

PERSONAL MARKETING MENTORING WITH EDWARD ZIA

Personal Marketing Mentoring with Edward Zia

Working with Edward Zia on a personal basis is the powerhouse way for him to help Mentor, Guide and Drive to fast track your success and drive profitable change ASAP. He uses all of his extensive abilities learned through thousands of hours of Mentoring, Coaching, Training and successful outcomes.

This is highly customised to the individual covering personal development needs for whatever is required to WIN BIG. Powerful, highly regarded and effective, this includes:

Marketing, Sales & Success Diagnostic:

- Edward personally conducts an intensive diagnostic on your business to look at the strengths and areas for improvement when it comes to your Marketing, Sales & Strategies.
- This is to set you up with a powerhouse game plan for success.

Personal Mentoring & Coaching with Edward:

- This varies for everyone right from high level Strategic work to that of Tactical 'Getting it Done'.
- Everyone is different and not any two projects are the same; with Edward working with you in the best win / win to achieve the results

Personal access to Edward Zia beyond meetings:

- Marketing Commander, Expert & Leader, Edward Zia is right behind you to advise and support you.
- You may have a problem come up in your business, a big pitch to a client the next day, a massive project land on your desk or a big business/sales/marketing challenge – email, call or Facebook Message him!



- He wants you to succeed and knows that 'modern life' is full of the unexpected, hence you have the unlimited lifeline to him.
- Clients get the best value by making use of him! He is there to help you WIN BIG.

Phone, Email & Personal Support:

- Even if it's outside of business hours, if you need Edward HE'D LOVE to hear from you.

Our Performance Promise:

- Edward shall work hard for you!
- Month by month you are in control.
- It's a WIN / WIN handshake between you and Edward.

To learn more, get in touch!

Testimonials



"Edward Zia is an incredible spirit and true expert in his field! I've had the pleasure of meeting, and now working with, Edward earlier this year and his expertise and drive has really made the difference in my work and mindset. He constantly empowers me and gives back to his community and you can see he absolutely loves every moment. Highly recommend him!"

Lorraine Makasini
Personal & Lifestyle Coach



"My dealings with Edward Zia are twofold. As his tag line implies "The Crazy Persian", some of his ideas are completely left field from where my vision is focused, however his knowledge and expertise have a significant impact when implemented. Ed has also helped me personally in being more confident and undertaking new roles and challenges in both my personal life and in other areas of business such as '4 Networking'. He is able to drive you towards results, whilst being personable and professional in the approach. I would recommend Edward to anyone that is looking to further develop their business and 'get more clients'. It has certainly worked for me!"

Edward Wright
Director & IT Specialist – Wrighton Computer Services



"I was the Promotions Coordinator at Wrest Point and reported directly to Ed. Ed was an energetic, charismatic and talented Marketing Manager who was results driven. Ed provided an incredible amount of support to his marketing team through great leadership and passed on his experiences in not only marketing, but of the corporate environment and how to manage and lead effectively. Unofficially, Ed is my career mentor and still provides support and advice whenever I need it."

Kate Wheatley
Brand, Content, PR & Communications Professional

PROOF

Testimonials



"A big thank you to Edward Zia who is helping me finally do some marketing for my business. After 15 years of a 'shot gun' approach to my business marketing, I finally admitted I needed a marketing expert and hired the very clever Ed!

Ed helps me actually do things and get them done. He doesn't just give me a list of jobs to do and leave me to do it alone and then hope it is done by our next meeting. Anything that is being worked on during the month is emailed back and forward, and helpful and responsive feedback is given, so things keep moving along. This system ensures that we are meeting goals quickly and can move onto the next project.

In a couple of short months I finally have a good LinkedIn profile, monthly newsletters, daily LinkedIn updates and marketing KPIs to meet, ensuring I achieve my marketing goals. It is all about having someone with the right knowledge to point you in the right direction and help keep you accountable.

Thank you for your help so far Ed. I am looking forward to our continued working relationship and seeing even more great results in the months ahead."

Lucy Milekovic
Ultimate Business Solutions



"Such a blessing to have a great mentor and friend guiding us to always achieve greatness."

Tina Zinghini
Owner – Miss Lushes Lashes



"Edward, as I like to call him, is fantastic! His enthusiasm is incredible and very refreshing! His ideas and logic do make sense and he is an absolute pleasure to have here. I would recommend him to anyone!"

Jeff Gough
Owner and Manager – Liverpool Glass Company

Testimonials



"Edward genuinely cares for their clients and the people who does workshop with, meet on day to day basis. He will call upon the thing directly because mentor wants to see the change in your approach and results. He leads by example where he will share both the sides - the shortcomings to how he got there to overcome. True mentor continuously upscale and upgrade himself. I have seen him doing that in last 3 months. Incredible.

You may be expecting marketing tips and strategies from him, there will lots of tangible and intangible bonuses you will be receiving. You will be becoming more confident and evolved person to progress in your career or business journey while being mentored, and coached by him.

I will recommend business owners, solopreneurs, corporate teams to derive strategy, take the gold from his mentorship with him."

Kshama Upadhyay
Managing Director, elixyr



"I have only known Edward for 4 months now but it honestly feels like years. Earlier this year I was assigned to Ed as my mentor in the Australian Marketing Institute Mentoring program. Ed's expertise and outstanding 'business' knowledge has not only guided me in the right direction for career growth BUT has also opened up ample opportunities that I personally would have never thought were achievable. I look forward to working with Ed throughout the rest of the mentoring program and beyond and to continue to learn from such an inspirational role model!"

Nicole Heinrich
Marketing & Communications Manager at Club Rivers



"Ed was a pleasure to deal with in our professional relationship as client/agency. He was always enthusiastic about his job, knew his market, and was generally a pleasure to work with."

Dionne Taylor
Director – Polkadot PR

Testimonials



"Ed is a genuine, professional, thoughtful person. He has a great attitude to business and shares his own success so that others can succeed. Always the consummate professional. I don't hesitate recommending Ed to anyone I meet."

Suzelle Matillano
Travel Counsellors



"Ed helped me realise that whilst my website looked fabulous, it didn't get my message across clearly enough or quickly enough. All thanks to Ed's valuable advice and guidance I have built strategic partnerships that have really grown my business."

Anna Porter
Suburbanite



"Edward is a true guru of all things marketing and just a lovely person. He is very passionate about his work and honest in all of his actions (a refreshing quality in today's world). He genuinely wants to help entrepreneurs succeed, improve their business productivity and their quality of life in general. I'm happy to have become friends with Edward!"

Varvara Kuraeva
Founder GoNubo Talent



"You know you are speaking to an incredible human with you pick up the phone and call business mentor Edward Zia for one simple question and he ends up speaking for 45 mins giving advice in all areas of life. I'm loving my new term 'Transference' a phenomenon characterized by unconscious redirection of feelings from one person to another. Thanks Ed!"

Sheena Alexandra
Wellness Radio Co-Host, Bondi Radio

Samantha Sorscher
632 Broadway, 10th Fl
New York, NY 10012

Edward Zia
PO Box Q1195
Queen Victoria Building, NSW 1230
Australia
2015
09 233 1785
00404-0001



May 31, 2018

To Whom It May Concern:

Meetup has had the pleasure of appointing Edward Zia as a key leader for Meetup's Organizer Network since January, 2018. The Organizer Network is a global program dedicated to elevating organizer communities through real life connection. He's responsible for creating a welcoming, thoughtful, real, impactful, and spirited community, and we are honored that Edward is the City Organizer in the greater Sydney region.

Having already been one of the most influential organizers in Sydney, Edward has now expanded the scope of organizers he can empower through his local Organizer Network chapter. As Community Manager of the Organizer Network, I work closely with Edward on a weekly basis where I have the privilege of being his thought-partner throughout his time in this role.

Edward created and grew his local Organizer Network chapter to 142 members and has hosted four Organizer Network Meetup. Edward has consistently had the highest number of attendees at his monthly Meetups where he facilitates solution-based conversations between community organizers. As his chapter expands, Edward identifies leadership qualities within his membership to build an autonomous community of leaders in Sydney. He's currently responsible for two assistant organizers within his leadership team that work together to make Sydney organizers more connected.

Being the first year of this program, Edward and I connect regularly to improve upon the Organizer Network experience going forward. The community that Edward has built in Sydney stands out across our 24 cities due to its magnitude of size and spirit. The future success of this entire program will be a direct result of the work Edward put into the Organizer Network chapter in Sydney.

Edward passionately cares about his community and is always hungry to learn more. It is these qualities that allow him to be such a successful City organizer, qualities I am confident will benefit your company as well.

Sincerely,
Samantha Sorscher
Samantha Sorscher
Community Manager
Organizer Success @ Meetup, Inc.

27/04/2018

Dear Edward Zia,

We are proud to have you in our community here at Academy of Entrepreneurs, empowering our students from 35+ nationalities and 40+ industries.

Marketing is vital for products, services and companies to succeed. Edward Zia's expertise and passion for empowering start-ups and entrepreneurs has an ongoing impact in the Sydney start-up ecosystem. What we like about Edward Zia is that his marketing classes/workshops are not only engaging, but also extremely easy to understand and implement into our students' businesses. And the best part, is that our students get immediate results, including an increase in client engagement and revenue.

We highly recommend Edward Zia to entrepreneurs and companies looking at boosting their marketing performance.

All the best,



Paula Mills
CEO of Academy of Entrepreneurs



22 January 2018

NSW Business Chamber Limited
140 Arthur Street
North Sydney NSW 2060
Postal address
Locked Bag 938
North Sydney NSW 2059
DX 10541 North Sydney
t 13 26 96
f 1300 655 277
e businesshotline@nswbc.com.au

TESTIMONIAL – EDWARD ZIA

Edward Zia a marketing mentor and blogger and has been working with NSW Business Chamber for the last twelve months on two key NSW Business Chamber event streams:

Firstly, as a Judge for our State Wide Business Awards program where he judges entries in the category 'Outstanding Young Employee'. This category has around 150 entries each year. As a State Judge Edward is diligent and engaged with the entrants and generally attends each Regional Gala Event across NSW,

Edward, also plays a critical role in our SME event stream, Networking @ Night with over 2,372 people attending this event each year the delivery of the event is critical and Edward meets this challenge with great enthusiasm. In the last six months Edward has played a key role as MC introducing our 'New NSWBC Members' and also coaching our members on the night to present their business on the 60 second spotlight in front of an audience of around 250+ guests.

Edward has a very strong sense of self, he is sincere and in tune with our members and above all demonstrates true leadership when engaging in connective conversations with others.

We have been delighted to have Edward as an integral part of the team.

Glynis Peterson

Marketing and Events Manger

NSW Business Chamber

ABN 63 000 014 504



Invigorating business

nswbusinesschamber.com.au



14/1/2018

To Whom it may concern;

I have known and worked Edward Zia since 2010.

During this time he has been my business mentor in various capacities.

He has helped me evolve and grow my business in ways that otherwise wouldn't be possible. All major decisions in my business are run by Ed.

When I signed up with him seven years ago my business was very different to what it is now. Over the years working with Ed it almost feels as if he is the second in charge of my business and in there in the trenches with me.

My business (like all) has gone through various changes and Ed has been there for every step of the way for the last seven years. We have made many decisions together for my business from equipment purchases, structuring and we have acquired two other print and signage business.

In recent years Ed has evolved more into a marketing mentor for me as this is now our main focus during our meetings. He holds me to task and cracks the whip when I feel lazy.

This year will be a very challenging year as with the recent acquisition of another business we will almost double our volume and his services and support will be needed more now than ever to ensure we keep our momentum going strong.

On a personal note I have so much respect for Edward as I have seen his expertise levels and knowledge grow exponentially and the experience he has gained over the years always blows me away. He is always in the zone and with his energy levels being as infectious as they are he is truly a great guy to be around.

I have no hesitation in recommending Edward and welcome any queries to contact me direct on the details below.

Kind Regards

A handwritten signature in black ink, appearing to read "Phillip Raish".

Phillip Raish – Director

WILD FX

PROOF



18 August, 2017

To whom it may concern

I would like to pass on my thanks to Marketing Specialist and speaker extraordinaire Edward Zia!

Edward has spoken a number of times at Billy Blue Design College Ultimo and has impressed his listeners with his energy, enthusiasm, experience, knowledge and expertise within the world of Marketing.

Edward has on each occasion, provided students with fresh insights and strategies which are pertinent and relevant to their particular business niches. Edward clearly researches and tailors his presentations to the unique needs and requirements of the audience he is speaking to. Edward is also quick to follow up, modify and listen to suggestions and ideas with respect to catering to his listeners.

I am indebted to Edward for his willingness to speak and share his knowledge to my students. After each visit, students have been impressed by Edward's insights and commented on how they will can see immediate, actionable strategies that they will incorporate into their Business & Marketing Plans.

Kind regards,

A handwritten signature in black ink, appearing to read "Mark Kratochvil".

Mark Kratochvil
Lecturer
Photography and Photo Imaging



BILLY BLUE
COLLEGE OF DESIGN
ULTIMO CAMPUS
46-52 MOUNTAIN STREET
ULTIMO NSW 2007
AUSTRALIA
PHONE: 1300 851 245

BRISBANE CAMPUS
90 BOWEN TERRACE
FORTITUDE VALLEY 4006
AUSTRALIA
PHONE: 1300 851 245

MELBOURNE CAMPUS
595 LITTLE COLLINS STREET
MELBOURNE VIC 3000
AUSTRALIA
PHONE: 1800 851 245
billyblue.edu.au

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THINK COLLEGES PTY LTD
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CRICOS PROVIDER CODE: 00246M
think.edu.au



MINDARC

www.mindarc.com.au

Suite 4/Level 3, 13-15 Wentworth Ave,
Sydney NSW 2000
PH: 1300 206 827
ABN: 55 146 230 042

How Excellence Above and Edward Zia have helped us:

We have been working with Excellence Above for a long time and they have played a pivotal part in transforming our business over the last 5 years. At each stage of growth, they knew exactly what to do and what areas to help us focus on to ensure the business was sustainable and growing.

When I first started working with Ed we were a 1-man business, minimal revenue, and had no clear growth plan – a generally grim situation – but there was a vision to grow into a successful agency. After multiple sessions and good guidance over the first few months of working with Ed we managed to develop a solid understanding of what we needed to do and what our milestones were to achieve our goals.

Fast track to today and we are a team of 25 strong members dealing with some of the biggest and well known Australian brands who do business on both a domestic and international scale. As anyone can imagine there were a lot of gaps and challenges along the way we had to overcome, and with Ed's help he kept us heading in the right direction even through the tough times.

Apart from the great mentoring results it has been a pleasure dealing with Edward Zia, and we consider him a close friend of our business - we would happily recommend him! We will definitely continue using his services well into the future.

Kind regards,

Matthew Craig
Director
MindArc Pty Ltd

PROOF

I have been working with Edward Zia for the past 12 months and in that time as my marketing and sales coach and mentor he has provided me with extraordinary insights into the varied and successful ways of marketing my business and managing my high-end clients' expectations. By taking Edward's advice and upgrading my online and offline presence, I am now connected to the right clients and my business has grown as a result.

Edward's knowledge of marketing on various social media platforms, email marketing, organising and filling Events, structuring Presentations and providing comprehensive information on all aspects of marketing in his Awesome Marketing Vault are second to none.

When you are an Entrepreneur, business can be a tough slog but Edward has always supported me throughout the year in various ways such as speaking words of encouragement, proof reading my marketing material and providing valuable feedback along with way, helping with social media marketing and introducing me to networking in the Chambers. He is always positive and respectful in his approach which I appreciate.

Each month we have our scheduled meeting to discuss areas of my business that require extra focus and I am always left feeling as though I have received constructive feedback on the month's progress as well as a clear plan for the coming month.

This is invaluable mentoring to a small business owner as often the focus is not directed to the very actions that I need to undertake to keep moving the business forward.

I highly recommend working with Edward Zia if you are serious about wanting to transform and build your business.

Whether yours is a service or product based business, working with Edward and benefitting from his expertise will mean that your business be more profitable and you will attract more of your ideal clients.



Julie Crockett
CEO and Founder
Australian Property Investment Solutions Pty Ltd



AUSTRALIAN
PROPERTY
INVESTMENT
SOLUTIONS



14 November 2016

To Whom It May Concern;

I have known Edward Zia for now approximately 3 years. Over the years, Edward has kindly helped me and my team in a number of ways.

Edward has worked on great events such as TEDxNorthernSydneyInstitute with us as a speaker coach/mentor in 2015 as well as our 2016 event Shift on the 10 November. He has demonstrated great coaching skills in getting our speakers ready and confident in delivering their best TEDx talks.

Additionally, we also engaged Edward to train our Sales and Customer Experience teams as well as our Customer Experience Ambassadors in public speaking and improving their communication styles. These training sessions lead to great feedback and positive outcomes in the team.

Edward has proven to be very reliable and supportive for key events whereby he also recently was our MC for our pilot Open Day which was very successful.

He has mentored and supported our team throughout the years and has always guided us in a very genuine and fun way.

I have no hesitations to recommend Edward Zia as he is a reliable person to do business with.

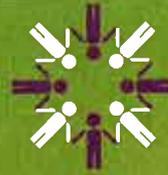
Yours sincerely,

Sophie Imbert

Manager, Customer Engagement

The Northern Sydney Institute – Part of TAFE NSW

PROOF



**THE PARRAMATTA
COLLEGE**
Your local community college

www.parramattacollege.com.au

The Parramatta College Inc

ABN 22 614 310 587

PO Box 2261 North Parramatta NSW 1750
Level 1, 410 Church Street (Ross Street entrance)
North Parramatta

T 02 9687 2072

F 02 9687 2217

E admin@parramattacollege.com.au

To whom it may concern,

We worked with Edward Zia, Martha Arifin and their team recently, to run a joint seminar 'The Profitable Marketing Forum'. This involved running a free experience for attendees, to teach them a range of marketing strategies and ideas.

The Parramatta College hosted the event at our venue, the Western Sydney Skills Hub in North Parramatta.

Using our combined efforts to promote and fill the event, we had 50 attendees (from small businesses). The session was content rich, and gave the audience key aspects to put into action. Feedback from the event was great, and we have started work on a second event to cement what looks to be a long-term working relationship.

The team were very easy to work with, and I would have no hesitation to recommend them for similar partnerships.

Kind Regards,

Juliana Gorman
BD/Marketing Manager
The Parramatta College



Date: 19/08/2016

Dear Edward Zia

On behalf of Dai Le, myself and the DAWN team, we would like to thank you for giving us your valuable time to be part of our YES (Your Entrepreneurial Spirit) initiative. Words cannot express our sincere gratitude towards your support. Through sharing your experience, knowledge and personal journey with our participants, it has made a great difference to their entrepreneurial path. You have truly inspired them and ignited them.

The results from the workshops have been fantastic. We will be growing the YES program to other parts of the State and would love to have you on board as a Guest speaker for future events. We hope that you will continue to support this initiative.

As you are aware, DAWN exist to raise awareness of and promote the talent and success stories from within our culturally diverse society. While we are focusing on the Asian Australian market now, our aim is to eventually include other ethnic communities who have shared similar journeys.

Sincerely

A handwritten signature in black ink, appearing to read "Nina", with a stylized flourish at the end.

Nina Nguyen
DAWN Program Director

Find us



Tel: 0417 404 977

Mel: 0422 118 268

info@dawn.org.au

http://dawn.org.au/

ABN: 71643468313



24 November 2016

To Whom It May Concern;

I have been working with Edward Zia from Excellence Above within my role in developing the Parramatta Eels brand throughout the Western Sydney community.

Edward has helped me and the Club in a number of ways through his Marketing, Business and Networking advice. This has included mentoring to help improve how we go about working with the community and how we can maximise sponsorships and partnerships for the betterment of everyone.

He has also gone the extra mile on providing introductions and his own connections to help us create win-win arrangements that benefit charitable institutions and grow the reputation of the Parramatta Eels.

I highly recommend Edward, he is very savvy Marketer and a trusted person to work with.

Kindest Regards,

Michael Basan
Manager, Strategic Partnerships
Parramatta Eels

PROOF

svpartners
specialist accountants & advisors

August 24th 2015

Mr Edward Zia
Excellence Above Coaching
PO Box 505
Ashfield, NSW 2131

insolvency
turnaround
forensics
advisory

Dear Edward,

Thank you for recently being a guest speaker at our National Staff Conference. Your presentation on 'Business Networking for Strengthening Relationships and Acquiring New High Value Clients' was very insightful and professional.

It has been an absolute pleasure working with you and Martha Arifin in the lead up to your presentation, and it is refreshing to see your enthusiasm and authenticity with your approach to marketing mentoring to professionals.

You had a well organised and dynamic approach to your presentation and the audience was very engaged. It was also a benefit to our organisation that you had tailored the presentation to our firm, demonstrating your research and level of understanding of our requirements according to my initial briefing.

We look forward to working with you in the future.

Regards,



Monika Stefani
Marketing Manager
SV Partners

PROOF



Friday, August 05, 2016

To Who It May Concern,

C3 College wishes to highly praise and commend Edward Zia 'Excellence Above' for sharing his expertise in marketing and social media to our Diploma of Music students.

Edward's teaching was well-prepared, brilliantly executed, engaging, enthusiastic, and brilliantly educational. The students (& teacher) were left inspired with a clear course of action on how to build a social platform in which to launch themselves as artists &/or performers. Ed challenged the students (& teacher) to be active and strive to reach their full potential in marketing (not allowing for inexperience to be an opt out).

C3 College will be using Ed's services in the future and will strongly recommend his services to any organisation that is serious about learning, growing and inspiring their staff.

Warmest Regards,

A handwritten signature in blue ink, appearing to read 'Josh Bedoukian', with a long horizontal flourish extending to the right.

Josh Bedoukian
Faculty Head of Music
C3 College
C3 Church, Sydney, Australia



Sonic Sight Pty Ltd
ABN: 51 067 173 737

Suite 416
32 Delhi Road
North Ryde NSW 2113

Ph: + 61 2 9888 1110
Email: info@sonicsight.com.au
Web: www.sonicsight.com.au

3rd August 2018

To Whom It May Concern:

Regarding Edward Zia

The mere thought of Edward Zia energises me. His enthusiasm for business, for people and for life is wonderfully infectious.

I have been fortunate to benefit from Edward's generous marketing insights, processes and guidance. His marketing skills are clearly demonstrated daily.

Edward leads from the front with his expertise. Everyday he shows his community how to market successfully; how to provide a consistent on brand message; how to build an audience through regular engagement and vitally important, how to follow up to convert sales.

Edward is a dynamic, entertaining, articulate presenter who immediately lifts the energy of a room. This applies to his regular workshops, his keynote presentations or when he is the MC in front of hundreds of business owners.

I would encourage you to connect with Edward Zia and reap the benefits of his abundant energy, insights and sharing.

Yours sincerely,

A handwritten signature in blue ink that reads "G. Anderson".

Geoff Anderson
Video Producer, Author, Presenter



Suburbanite Pty Ltd

1300 245 490

Sydney | Melbourne | QLD

Sydney HQ: 02 9521 2195

w. suburbanite.com.au

July 15, 2015

To Whom It May concern,

Edward Zia from Excellence Above Coaching was instrumental in my business when we were at start up phase. He helped us develop strategies around brand awareness, targeting our ideal clients, referral partnerships and the value of networking.

He is very good at identifying the gaps in your business model, especially in the early stages of a business when it is most critical to close the gaps.

Edward is a very dynamic speaker and can motivate business owners in a positive and educational way.

Warmest Regards,

Anna Porter

Principal & Property Advisor



Edward Zia
PO Box 4200
Parramatta CBD, NSW 2150

Dear Edward,

Thanks so much for all your help with my recent marketing campaign. Your expert advice and support was a significant bonus in helping me to market and promote my Psychology practice. In my industry it isn't very common for practice's to use online and social media as a platform to promote our services. It was great working with someone who was prepared to take the time to get to know my business and work with me at a pace I was comfortable with.

I really appreciated the extra support you offered me as well as the ongoing follow up and service you have provided. I have recommended your services to a number of people and would be happy to use you again in the future for any other marketing support.

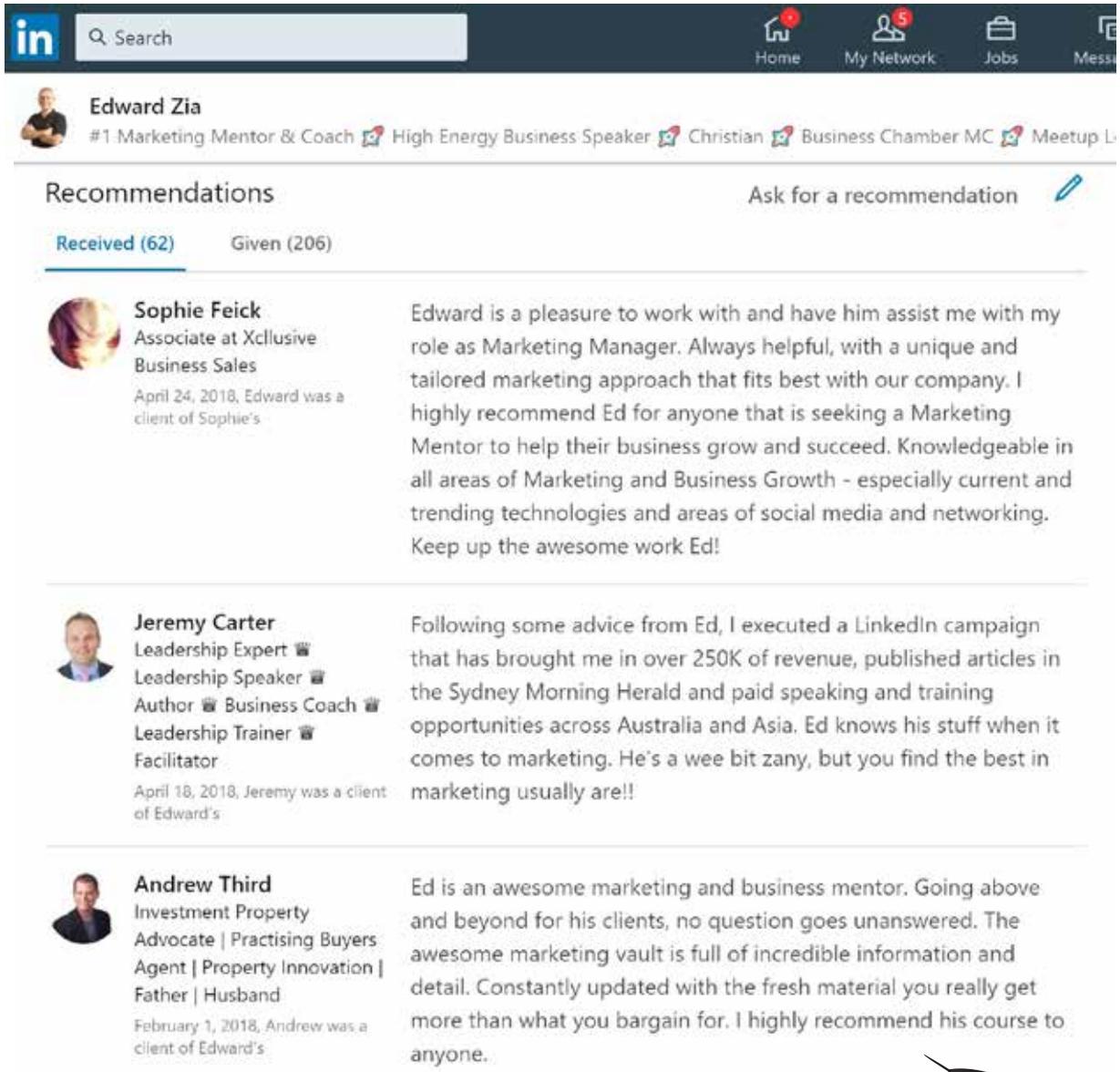
Thanks again for all your support over the past 6 months and I am looking forward to working with you again.

Regards,

A handwritten signature in blue ink, appearing to read "Joel Curtis".

Joel Curtis
Owner/Principal Psychologist.

Life Resolutions Miranda
Level 1, Suite 2, 29 Kiora Road, Miranda, NSW 2228
T 02 9690 5888 • F 02 9531 7463
www.liferesolutionsmiranda.com.au
ABN: 7323 8550 850



The screenshot shows the LinkedIn profile of Edward Zia. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, and Messages. Below the navigation bar, the profile header includes Edward Zia's name and a list of skills: #1 Marketing Mentor & Coach, High Energy Business Speaker, Christian, Business Chamber MC, and Meetup L. The main section is titled "Recommendations" and includes a link to "Ask for a recommendation". There are two tabs: "Received (62)" and "Given (206)". Three recommendations are visible:

- Sophie Feick**, Associate at Xclusive Business Sales, recommended Edward on April 24, 2018, stating he is a pleasure to work with and highly recommends him for anyone seeking a Marketing Mentor.
- Jeremy Carter**, Leadership Expert, Speaker, Author, Business Coach, Leadership Trainer, and Facilitator, recommended Edward on April 18, 2018, mentioning that he executed a LinkedIn campaign that brought in over 250K of revenue.
- Andrew Third**, Investment Property Advocate | Practising Buyers Agent | Property Innovation | Father | Husband, recommended Edward on February 1, 2018, praising his marketing and business mentorship.



AWESOME TRUSTED FRIENDS

NSW Business Chamber

NSW Business Chamber is the state's peak business organisation. As an independent not-for-profit organisation, we are dedicated to helping businesses of all sizes to maximise their potential.

As an independent not-for-profit organisation championing business interests for over 190 years, we work to make running and growing a business easier so you can focus on what you do best.

Tracing our heritage back to 1826, NSW Business Chamber's mission is to create a better Australia by helping businesses maximise their potential. The Chamber is a passionate advocate for business in the public arena: whether standing up to government and decision makers when business interests are neglected, or working together to create positive change.

On a one-to-one basis, the Chamber helps all businesses from small enterprises to large corporations. Our commercial services division, Australian Business Solutions Group (ABSG), delivers a range of business services to both member and non-member clients throughout Australia, with the operating surplus going back to supporting Chamber initiatives.

NSW Business Chamber believe it's important for Australia's business community to succeed, because prosperity creates new jobs, social wealth, and better communities in which to live.



Meetup

Getting together with real people in real life makes powerful things happen. Side hustles become careers, ideas become movements, and chance encounters become lifelong connections. Meetup brings people together to create thriving communities.

Explore your city - Visit a museum, try new food, go hiking, hit up a brewery tour, or just go meet new people

Build your career - Take a class, expand your network, learn a language, test a prototype, or pitch to investors

Get creative - Record a podcast, jam out, write a screenplay, discuss art, design a mural, or create something else entirely



AWESOME TRUSTED FRIENDS

Australian British Chamber of Commerce

Over 100 Years Strong!

The Australian British Chamber of Commerce is a leading organisation created to facilitate the development of business relationships among companies operating in Australia.



The Chamber was founded in 1910, the same year as Australia sent the first High Commissioner of the new nation to the United Kingdom. In over a century since then, the Chamber has established a strong reputation as a body that facilitates business development through a range of networking activities primarily the organisation of events such as corporate lunches, private boardroom functions, and more relaxed cultural and cocktail evenings.

The Chamber has developed to further support bilateral trade by providing opportunities for business people to be informed by and exposed to the ideas of successful leaders. Business relationships are developed at a personal level and the Chamber provides support for this process. These opportunities have complemented the growth and role of the Department for International Trade, Austrade and various Australian State government agencies as well as groups including Scottish Development International.

Trade between Australia and the UK is highly significant to both countries. Two-way trade currently stands at more than \$13.418 billion, making this Australia's fifth largest trading relationship. Investments between the two countries is \$714 billion. The United Kingdom remains the largest single source of inward investment into Australia, at more than \$496 billion.*

More than 2000 companies from the United Kingdom and Australia conduct business together daily. A considerable number of these companies are associated with the Chamber and find its services significant in assisting the development of their business relations in this country. These companies and their executives are valued members and partners of the Chamber, actively involved within its network of influential individuals and organisations.

The Chamber is an independently constituted organisation operating in all states. It has a strong relationship with the United Kingdom through the British High Commissioner and the British Consul-Generals. This provides access to key officials both directly and through Department for International Trade.

*Figures from the Australian Department of Foreign Affairs and Trade June 2013

AWESOME TRUSTED FRIENDS

Phillip Raish – WILD FX

WILD FX is one of Sydney's leading print, signage and promotional workshops. It is a high quality and fast-turnaround supplier to leading corporates and small businesses.



Chris Dunwell – Dunwell Consulting

Chris Dunwell is an HR expert who has more than 30 years' experience helping multi-national corporations and small businesses to be the best they can be by getting the most from their people. Most business can only grow successfully if they employ others to help them. Finding the right people for your business can be tricky. Motivating them so they deliver their very best efforts requires excellent HR practices. Chris can partner with your team to navigate these challenges and make the most out of your people.



MindArc

MindArc is an organically grown Digital eCommerce Agency which was founded in 2012 by Sean Pieres and Matthew Craig. With strong backgrounds in business, technology and development Sean and Matt had a vision for an agency which would focus on building strong relationships with clients in the Magento space through delivering high quality development.



Our approach is to partner with our clients, and actively involve ourselves in their business to position ourselves as their digital partner. We spend a lot of time in our clients' offices, observing how they pick and pack their customer orders, which courier they dispatch with, all the way through to how they map out their marketing calendar for the year based on their key sales events like Black Friday and Vogue Online Shopping Night.

This allows us to combine our knowledge of Magento with our understanding of our client's business processes to create custom, automated solutions to make every day a little easier – it's all about reducing the administration footprint. This puts us in a unique position to strategically advise the client on growth strategies and how eCommerce can be better utilised in the wider business.

AWESOME TRUSTED FRIENDS

The Australian Marketing Institute

The Australian Marketing Institute is the preeminent professional association for marketers in Australia. Our purpose is to provide cutting-edge marketing theory and practice to fuel progress in the careers of professional marketers. We deliver this through accreditation of tertiary courses, training programs and events. We celebrate marketing excellence through our Awards program.



Our programs include:

- Certified Practising Marketer (CPM) designation – the peak professional designation for marketers in Australia.
- University course accreditation – assessment and accreditation of university courses relevant to the marketing profession.
- Code of conduct and professional standards – an end-to-end framework specifically designed to help determine required skills, test current capabilities, gain recognition and ensure marketers and their organisations not only keep on top of the latest marketing trends, but are also setting them for the future.
- Taking marketing to the boardroom – we work closely with Australian organisations such as the Australian Institute of Company Directors and Board Direction to provide a wide range of programs to assist members in acquiring board positions and cementing their board careers.
- Classroom workshops – covering all learning levels across traditional and cutting edge marketing skills.
- Online digital marketing training – allows selection of courses and topics to match specific needs in a flexible time frame from any location.
- State networking events – access to influential thought leaders, industry experts, and the opportunity to build networks.
- Webinars – free lunchtime learning.
- Awards – the largest national and state Awards for Marketing Excellence program in Australia.
- Giving back - volunteers contribute to the marketing profession through AMI state committees or becoming a mentor to an Emerging Marketer.

Mailchimp

Millions of people and businesses around the world use MailChimp, which has been around since 2001. The company started as a side project funded by various web-development jobs. Now we're the world's leading marketing automation platform, and we send more than a billion emails a day. We democratize technology for small businesses, creating innovative products that empower our customers to grow.





