

CORPORATE PROFILE

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



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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 strong, smart, savvy and powerhouse Marketing Mentor & Coach. He loves speaking at events, transforming people's lives & businesses, and driving progress in the community.

His passion is Teaching Sales, Marketing & Entrepreneurship and going the extra mile in delivering outcomes in his high energy and direct manner.

Edward has helped thousands of successful entrepreneurs become even more successful and loves it.

Prior to Edward starting his own company Excellence Above Coaching, he started his working career in the Australian Army as a Combat Engineer. He was grateful to be invited to work with the Federal Government on special projects in Drug Enforcement, fighting Organised Crime and preventing Terrorism.

Edward has lived many lives with incredible ups and downs from 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.

His business Excellence Above Coaching assists clients from all walks of life that share a common core idea; they love winning. This includes great clients from Property, 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, Business Chambers, Aviation, Publishers, and many more.

Edward is also a WeWork & Meetup Ambassador, NSW Business Chamber Host, Mentor & Supporter to the Liberal Party of Australia & the NSW Liberal Party, Salvation Army of Australia Advocate, ACCOR Ambassador, Proud Christian and more.

To learn more, please connect with Edward on LinkedIn & Facebook and get in touch with him at edward@excellenceabove.com.au or +61 458 310 670



CORPORATE WORK

Public Speaking and Events

Edward is a high energy, vibrant and powerhouse sought after Speaker that brings brilliant ideas to his audiences.

His various Military, Corporate and Entrepreneur experiences all come together in helping him make a lasting impact.

Edward has spoken at leading organisations including Meetup New York & Australia, WeWork, NSW Business Chamber, SV Partners, Academy of Entrepreneurs, C3 Church, TAFE NSW,

Parramatta Chamber, Professional Speakers Australia, Coogee Chamber, the AIPP and more. He's also personally mentored 30+ TEDx Speakers to help them making a lasting global impact.

Get in touch to explore how he can be your Keynote, MC, Workshop Facilitator and motivational speaker!



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

Structure
Brainstorming
Promotion channels
Products
Pricing
Brand values
Values and mission
Direction

Tactical Examples

Business networking
Training
Traditional advertising
Event management
Social media
Design and colours
Sales pitch
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.

Organic

Mindset
Discussion
Creativity
Concepts

Structure

Action plan
Detail
Measures
Review



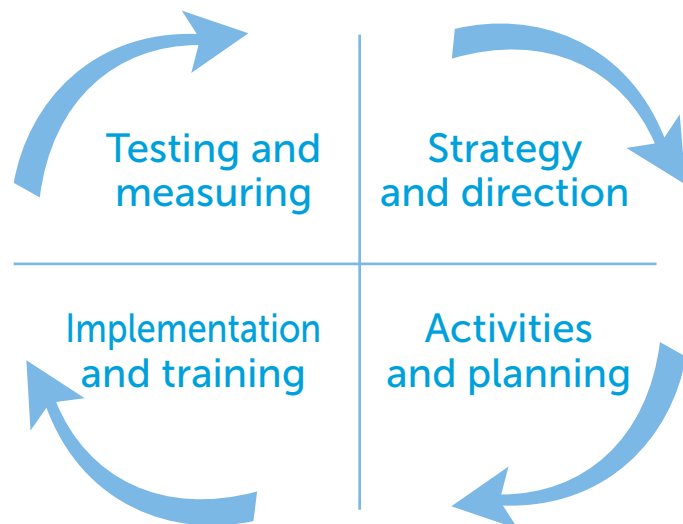
WORKING WITH EXCELLENCE ABOVE

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?



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.



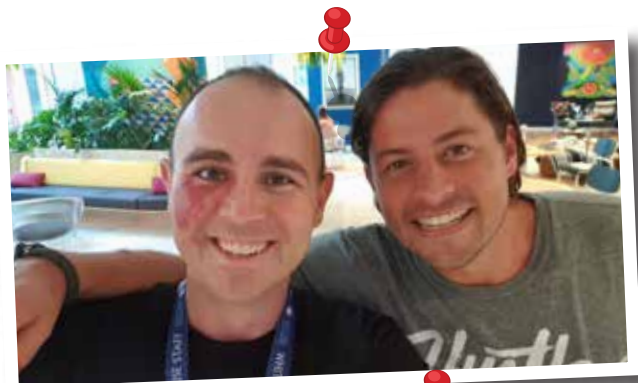
PROFITABLE MARKETING COMMUNITY

Profitable Marketing Meetup Community

As part of his partnership with Meetup & WeWork, Edward has created the "Profitable Marketing Meetup Community" which has been rated as #1 in the Sydney Entrepreneur Space by Meetup New York / Global.

It's a series of fortnightly & weekly Seminars, Workshops and Gatherings that bring entrepreneurs together. This allows people to learn new strategies, make new friends and get inspired. Edward has done this for FREE as part of his charitable contributions and to drive his own profile.

To learn more, please google "Profitable Marketing Meetup" and join our incredible community.





LETTERS OF RECOMMENDATION



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 Manager

NSW Business Chamber

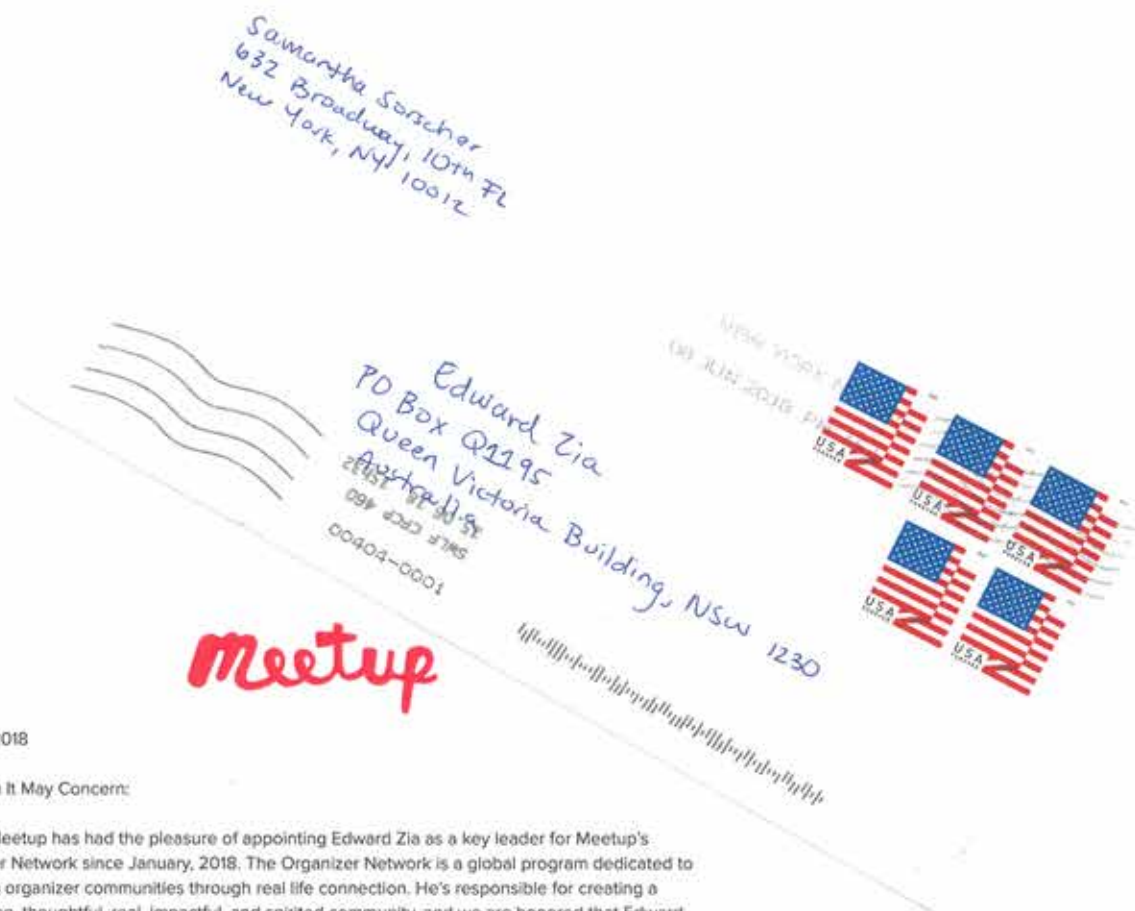
ABN 63 000 014 504

Invigorating business



nswbusinesschamber.com.au

LETTERS OF RECOMMENDATION



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
Community Manager
Organizer Success @ Meetup, Inc.

LETTERS OF RECOMMENDATION



February 25, 2019

TO WHOM IT MAY CONCERN

I first met Edward Zia when he attended one of our networking evenings. I thought from our first conversation he was engaging and that he would bring a wealth of knowledge in regard to marketing strategies to our members.

Shortly after our first meeting I engaged Ed's services to deliver an event to our members. I was not disappointed it was high in energy totally captivating presentation that had the audience participating and interacting with each other that I had not seen at any other event. I have since seen Edward at many other events and his presentation is still as engaging as it was as the first night I met him.

I would not hesitate to invite Ed to present to our members again, highly recommend.

Kind Regards.

A handwritten signature in black ink, appearing to read 'B. Summers', followed by a small horizontal line.

Bernadette Summers
President
0408 115 672

LETTERS OF RECOMMENDATION



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,

Mark Kratochvil
Lecturer
Photography and Photo Imaging

THINK DESIGN
EDUCATION



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
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MELBOURNE CAMPUS
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MELBOURNE VIC 3000
AUSTRALIA
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billyblue.edu.au

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ABN 93 050 049 299
RTO NO: 0269, HEP NO: 4375
CRICOS PROVIDER CODE: 00246M
think.edu.au

LETTERS OF RECOMMENDATION



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.

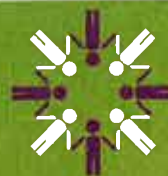
Yours sincerely,

Sophie Imbert

Manager, Customer Engagement

The Northern Sydney Institute – Part of TAFE NSW

LETTERS OF RECOMMENDATION



**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

LETTERS OF RECOMMENDATION



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,

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

LETTERS OF RECOMMENDATION

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,

A handwritten signature in dark ink, appearing to be "MB", with a long horizontal line extending to the right.

Michael Basan
Manager, Strategic Partnerships
Parramatta Eels

TESTIMONIALS

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

TESTIMONIALS

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

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

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."

Suzzelle 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

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



I've helped THOUSANDS Master their Sales & Marketing and make lots of MONEY!

Scroll down and enjoy FREE Preview of Section 2.

FAST TRACK your SUCCESS!

My Awesome Marketing Vault Mentoring Program & Course is here to help you Master Your Sales & Marketing to get more PROFITABLE High Value Clients and get even the INCOME you deserve!

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!

PROFITABLE MASTERY WORKSHOPS

Edward's runs regular "Profitable Marketing Mastery Workshops" as an opportunity to bring Entrepreneurs & Professionals together in a high energy, fun and powerhouse learning environment.

This is limited to a small group size where people can become more Persuasive, Learn the Latest Sales & Marketing Strategies, Build their 90 Day Action Plans and connect with people making lifelong friendships.

To learn about the next winning experience, please get in touch with Edward.



TRUSTED PARTNERS & 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

Meetup is part of the WeWork Group of Companies and is the world's #1 Platform for creating real world communities. Edward has used Meetup himself to build his own business and help thousands of entrepreneurs and supports others Meetup Group Organisers from across Australia.



To learn more, visit Meetup, create your own and explore your personal, business interests and more.

ACCOR

Accor Hotels are the largest Hotel Group in the world outside of the United States and owners of key brands such as Pullman, Sofitel, Novotel, IBIS, Base and more.



Edward makes heavy use of the Novotel Brand's in particular as part of his community, workshops and more.

Highly recommended and great for business.

TRUSTED PARTNERS & 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.

WeWork

WeWork is the platform for creators. They provide beautiful workspaces, an inspiring community, and business services to thousands of members worldwide.

WeWork owns Meetup, and Edward is a proud Ambassador. He is also the first coach with WeWork Labs Australia, helping Entrepreneurs win big. It's a great place to work and connect and go for a tour in a WeWork close to you.











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