Doers University Badge Catalogue



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The Doers University
Badge Catalogue



Outsourced Doers is committed to providing you, and your Doer, ongoing support and upskilling through Doers University: a collection of comprehensive training courses, better known as badges.

Each badge aims to upskill your Doer with the skills needed to build and maintain areas
of your online marketing operations effectively allowing you to focus on the strategic growth and direction of your business.

From creating engaging communities on social media to drafting compelling web content and launching online course platforms, our Badges cover a wide range of digital skills. The result? An empowered Doer who's well-equipped to support your business through your next stage in business.

Also, as part of Doers University you will gain access to the applicable Doing Plan(s)
associated with the Badge. These Doing Plans will be your step-by-step guide to briefing your Doer on how to implement all the tasks they will be trained on. Plus, Doers University comes at absolutely no cost to you - it only requires the investment of your Doer's time.
Ready to take your business to the next level with a highly skilled Doer at your side?

Register your Doer now. click me!

Advanced Social Media Series



The various Social Media badges upskill your Doer in that specific social media platform. For each platform you enroll your Doer in, they are trained to complete comprehensive research and identify new trends or opportunities allowing you to expand and scale your social media reach, nurture engaging communities and turn your social media platforms into a powerful tool to attract new prospects and customers.









Skills gained include:

- Create and optimize social profiles
- Complete business, competitor, market and trend research
- Design social media post, short-form videos
- Create social media banners, covers and thumbnails
- Draft social media copy
- Schedule consistent social content
- Monitor and engage with social comments and DMs
- Read and report on social media metrics

Tools Used:

- Later
- Hootsuite

LinkedIn Outreach



Maximizing LinkedIn's potential is crucial for generating high-quality leads. With our LinkedIn Outreach Badge, your Doer is equipped to optimize your profile, launch an effective outreach campaign, and create a LinkedIn-specific social media content calendar, transforming LinkedIn into a gold mine of high-quality leads for your business.

Skills gained include:

- LinkedIn profile optimization
- Craft outreach message templates with AI
- Launch and manage strategic outreach campaigns
- Create a 90 Day Social Media Content Calendar, optimized for LinkedIn

Tools Used:

- LinkedIn
- LinkedIn Sales Navigator

Conversational Marketing With Facebook Groups



Harnessing conversational marketing is key for organic customer growth. With our Conversational Marketing with Facebook Groups Badge, your Doer is trained to identify relevant Facebook Groups, engage in your expertise area, and manage conversations to build relationships and grow your customer base organically.

Skills gained include:

- Research relevant Facebook Groups
- Identify potential leads within these communities
- Craft value adding, trust-building responses using AI
- Track and manage prospects

Tools Used:

- Facebook

Build a Website

Establishing a strong online presence is vital in today's digital landscape. With our Build a Website Badge, your Doer will master the skills required to design a captivating and functional website that represents your brand and engages your audience. By driving more traffic and converting more customers, your Doer will transform your website into a powerful tool for business growth.



Skills gained include:

- Build an engaging and functional website
- Draft website content generated with AI
- Integrate website to email automation to capture leads

Tools Used:

- Squarespace
- Wix
- Kajabi
- HighLevel

Maintain a Website

Maintaining a fresh, engaging, and user-friendly website is crucial for online success. With our Maintain a Website Badge, your Doer will gain the expertise needed to keep your website up-to-date and optimized for conversions. By ensuring that every visitor enjoys the best possible experience, your Doer will help transform your website into a seamless and effective platform that drives results.



Skills gained include:

- Create new website pages
- Update website content
- Track key website metrics
- Provide recommendations for website improvements based on metrics

Tools Used:

- Squarespace
- Wix
- Kajabi
- HighLevel

SEO



Maximizing your online visibility is essential in today's digital marketplace. With our SEO Badge, your Doer is equipped to boost your website's ranking on search engines, driving more organic traffic and increasing conversions. By mastering SEO strategies and tools, your Doer will ensure that your content not only reaches but also resonates with your target audience, making every click count.

Skills gained include:

- Keyword research and optimization strategies
- On-page and off-page SEO tactics
- Analyzing and reporting SEO performance
- Technical SEO audits to improve site structure

Tools Used:

- Squarespace
- Wordpress
- GoDaddy
- Shopify
- HighLevel

Google Analytics



Understanding web analytics is crucial for any business looking to enhance its online presence. With our Google Analytics Badge, your Doer becomes proficient in leveraging analytics tools to glean insights into user behavior, track website performance, and refine marketing strategies. This data-driven approach ensures that your business decisions are informed and impactful.

Skills gained include:

- Setting up and managing Google Analytics accounts
- Analyzing traffic sources and user engagement
- Creating and interpreting custom reports
- Implementing tracking codes across various platforms
- Utilizing data to optimize marketing campaigns

Tools Used:

- Squarespace
- Wix
- Kajabi
- Wordpress
- Shopify

Blogging

The Blogging Badge equips your Doer to create and manage engaging blogs. Your Doer will learn how to create SEO-optimized draft content, manage blog comments, and build relationships with readers - turning your blog into a powerful tool for lead generation and customer engagement.



Skills gained include:

- Competitor blog research
- Content calendar creation
- Draft blog posts copy with AI
- Upload content to blog
- Manage comments and engagement

Tools Used:

- Squarespace
- Wix
- Kajabi
- HighLevel

Sales Pipeline Support

Keeping track of leads can be a full time role. With our Sales Pipeline Support Badge you can completely streamline your sales operations with a Doer that is skilled to support the sales processes ensuring all leads are accounted for and properly nurtured ensuring more sales and a better experience for your future clients.



Skills gained include:

- Opportunity + pipeline management
- Complete lead outreach
- Set up pre-consult SMS and email reminders
- Take meeting notes during sales calls
- Action sales call outcomes

Tools Used:

- HighLevel
- Monday.com
- Google Sheets

Customer Support



You know that high quality customer support is essential for any business, so with the Customer Support Badge your Doer will be skilled to manage this, end-to-end, ensuring your customers receive the highest level of support throughout their journey with your business.

Skills gained include:

- Setup helpdesk, chatbot, help center and automation flows
- Handle support inquiries
- Read and report on support metrics

Tools Used:

- HighLevel
- Helpscout

Project Management Fundamentals



Managing projects can be time-consuming task and ensuring effortless coordination and execution is paramount. With our Project Management Fundamentals Badge your Doer will excel in running online projects including defining tasks, communicating plans, tracking progress, and managing changes, ensuring smooth project execution and timely delivery.

Skills gained include:

- Define project tasks and resources
- Communicate project plans and requirements to the team
- Tracking Project Progress
- Manage project changes

Tools Used:

- HighLevel
- Monday.com

Build an Online Course

In the evolving world of e-learning, a strong online course platform is key to success. With our Build a Course Portal Badge, your Doer is trained to create a professional, brand-aligned, and interactive online course platform, ensuring a seamless and immersive learning experience.



Skills gained include:

- Set up course portal settings, build course structure and upload contents
- Craft engaging and value-adding course content with AI
- Design course resources and graphics
- Basic video editing of recorded content

Tools Used:

- Teachable
- Kajabi
- Thinkific
- Clickfunnels Classic
- Learndash
- HighLevel

Maintain an Online Course

In e-learning, maintaining a high-quality course is crucial for client experience. With our Maintain a Course Portal Badge, your Doer is trained to manage masterclasses, update course content, and monitor community engagement, ensuring continuous client success.



Skills gained include:

- Create email nurtures to your course participants with AI, integrate and build in email platform
- Create additional course structures and ongoing content with AI
- Create and moderate Facebook Group community
- Coordinate online meetings, webinars, and masterclasses
- Download, edit, and upload video content
- Create feedback surveys for testimonial gathering from your members

Tools Used:

- Teachable
- Kajabi
- Thinkific
- Clickfunnels Classic
- Learndash
- HighLevel

eCommerce Series

Maximizing your online store's potential is vital in today's competitive digital marketplace. With our eCommerce Training Series Badge, your Doer is equipped to master essential eCommerce skills, from optimizing product listings to managing customer reviews and implementing effective upsell strategies, transforming your online store into a powerful revenue generator.

eCommerce Foundations



Having a Virtual Assistant who understands eCommerce businesses is essential for growth. With the eCommerce Foundations Badge, your Doer gains a fundamental understanding of eCommerce, plus the skills to conduct market research and identify new product trends, helping you expand and scale your business. This badge is recommended prior to enrolling your Doer into any further eCommerce training.

Skills gained include:

- Complete Market Research
- Draft Product Descriptions

Tools Used:

- Google Trends
- Amazon

Build an eCommerce Store



In the competitive world of eCommerce, having a captivating online store is essential. With our eCommerce Store Badge, your Doer is equipped to create a store that showcases your products effectively and converts more visitors into customers.

Skills gained include:

- Build an engaging and functional store
- Draft web page and product copy with AI
- Add products , variants, categories
- Install lead capture plugins and integrate with email platforms
- Analyze + report on sales trends

Tools Used:

- Shopify*
- Wix
- WooCommerce

Maintain an eCommerce Store

Maintaining a high-performing online store is crucial for consistent growth. With our Maintain an eCommerce Store Badge, your Doer is equipped to keep your store optimized and up-to-date, ensuring seamless product showcases and maximizing conversions.



Skills gained include:

- Optimize product listings
- Implement upsell and cross-sell strategies
- Update and maintain promotional banners
- Conduct regular competitor analysis
- Analyze store performance

Tools Used:

- Shopify*
- Wix
- WooCommerce

Inventory Management

Effective inventory management is crucial for maintaining optimal stock levels, reducing costs, and ensuring customer satisfaction. With our Inventory Management Badge, your Doer is trained to oversee and streamline your inventory processes ensuring that your business runs smoothly and efficiently, ultimately enhancing your operational efficiency and profitability.



Skills gained include:

- Add new suppliers to inventory management system
- Track + manage inventory stock levels
- Report and track store metrics

Tools Used:

- Shopify*
- Wix
- WooCommerce

Order Fulfillment



Efficient order fulfillment is key to delivering a seamless customer experience and maintaining customer satisfaction. With our Order Fulfillment Badge, your Doer is trained to manage the end-to-end process of fulfilling customer orders and ensure that your orders are processed swiftly and accurately, reducing errors and delays, and enhancing the overall customer experience, thereby boosting your brand reputation and customer loyalty.

Skills gained include:

- Manage shipping processes
- Process refunds and store credits
- Manage exchanges

Tools Used:

- Shopify*
- Wix
- WooCommerce
- ShipStation

eCommerce Email Marketing



Drafting copy, designing emails, or setting up automation logic, email marketing is essential for all eCommerce businesses but can also be a time-consuming and technical task. With our eCommerce Email Marketing Badge, your Doer is equipped to draft and design high-converting nurture sequences and newsletters, turning your email list into a powerful tool for increasing customer value.

Skills gained include:

- Build abandon cart sequence
- Build automated email nurtures
- Create email copy draft
- Format high-converting emails
- Design newsletters
- Analyze and report on email metrics

Tools Used:

- Klaviyo*
- Mailchimp
- Omnisend

eCommerce Social Media



Active social media platforms are vital for drawing the right potential customers to your eCommerce store. With our eCommerce Social Media Badge, your Doer can alleviate your burden. They'll craft and oversee your profiles, transforming social media into an influential tool for lead generation and customer engagement.

Skills gained include:

- Design social media post images and reels
- Draft social media copy
- Schedule consistent social content
- Create Meta stores
- Monitor and engage with social comments and DMs

Tools Used:

- Later*
- Hootsuite
- Facebook
- Instagram
- Meta Stores

Amazon Private Label



In the eCommerce landscape, mastering Amazon is crucial. With our Amazon Private Label Badge, your Doer gains the expertise to effectively manage private label products. From optimizing listings and addressing customer inquiries to navigating inventory management and fulfillment, covering both Fulfillment by Amazon (FBA) and Fulfillment by Merchant (FBM) methods. Your Doer will elevate your Amazon presence into a dynamic revenue-generating platform.

Skills gained include:

- Create and optimize product listings
- Manage inventory levels
- Create and manage promotions
- Provide customer service through the Amazon platform
- Manage returns and refunds
- Handle fulfillment processes (FBA and FBM)
- Track store performance

Tools Used:

- Amazon