

SHELEADSINDIA

Digital Accelerators

90 Day Program — Cohort 2

Implementation-first. Results-driven. For women entrepreneurs who are serious about building.

DURATION
13 Aug - 13 Nov 2026

SESSIONS
Tuesday & Friday

TIME
3:00 PM - 5:00 PM

Cohort 2 · ₹25,000 · 25 seats

What You're Signing Up For

A 90-day, implementation-first program to master digital marketing and AI for real business growth. Not workshops. Not theory. Just execution.

Every single session is designed around one principle: **Learn what works, then build it.**

Key Expectation

You can recover your course fee during this program — but only if you implement daily. We're not promising guaranteed earnings. We're building a marketing system that generates leads and conversions.

The Rhythm

TUESDAY SESSIONS

Learn & Build

New frameworks, tools, and strategies. Then apply them immediately in class.

FRIDAY SESSIONS

Review, Fix & Improve

Bring your week's work. Get feedback. Optimize what's working. Kill what isn't.

You Will Learn To...

- Master digital marketing fundamentals for your specific business
- Define and refine your target audience with clarity
- Optimize Instagram and LinkedIn for growth
- Build landing pages that convert
- Leverage Google My Business for local visibility
- Build a content system powered by AI (10x your speed)
- Create content that attracts qualified leads
- Set up automated lead generation funnels
- Master WhatsApp for structured customer communication
- Handle and convert leads into conversations

- Write sales messages that work
- Launch and scale Meta Ads with confidence
- Build a repeatable marketing execution system

Your 90-Day Journey

Here's exactly what we're covering, session by session. Come prepared. Come ready to implement.

Date	Day	What We Do	Your Homework
13 Aug	THU	Kickoff + Define your offer & audience	Write 1-line offer and target customer profile
18 Aug	TUE	Positioning and problem clarity	List 5 customer problems and 5 desired outcomes
21 Aug	FRI	Fix messaging for maximum impact	Finalize 1-line positioning statement
25 Aug	TUE	Profile setup (Instagram & LinkedIn)	Update bio and CTA on both platforms
28 Aug	FRI	Profile audit and optimization	Add 2 proofs (testimonial or result)
1 Sep	TUE	Landing page creation	Build 1 simple high-converting page
4 Sep	FRI	Landing page optimization	Improve headline and CTA
8 Sep	TUE	Google My Business setup	Create or optimize GMB listing
11 Sep	FRI	GMB optimization for visibility	Add services, photos, and keywords
15 Sep	TUE	Content strategy framework	Define 3 content pillars for your business
18 Sep	FRI	Content quality check	Rewrite 2 posts for better engagement
22 Sep	TUE	AI tools for 10x content creation	Create 5 high-quality posts using AI
25 Sep	FRI	Improve content hooks and CTAs	Fix weak content (hooks, calls-to-action)
29 Sep	TUE	Reels and carousel post strategies	Create 3 posts in new formats
2 Oct	FRI	Content review and refinement	Improve your weakest performing content
6 Oct	TUE	Lead gen system (DM to WhatsApp flow)	Set up WhatsApp lead flow
9 Oct	FRI	Funnel optimization	Improve CTA and response flow
13 Oct	TUE	WhatsApp automation basics	Set up quick replies and workflows
16 Oct	FRI	Lead handling and response strategy	Respond to 10 qualified leads
20 Oct	TUE	Database building	Collect and organize 20+ leads
23 Oct	FRI	Funnel improvement sprint	Fix one weak step in your funnel
27 Oct	TUE	Align offer with marketing	Finalize pricing and messaging clarity
30 Oct	FRI	Offer refinement and positioning	Improve how you communicate value
3 Nov	TUE	Sales messaging masterclass	Write full sales script (DM/WhatsApp)
6 Nov	FRI	Sales practice and objection handling	Practice responses to real scenarios
10 Nov	TUE	Meta Ads fundamentals	Set up ad account and define audience
13 Nov	FRI	Final system review and scaling plan	Launch 1 campaign and plan next phase

What We Expect From You

This program works only if you do the work. Non-negotiable expectations:

1. **Attend both sessions every week** (Tuesday & Friday). We move fast. Missing sessions means falling behind.
2. **Complete all homework** before the next session. Homework is where learning happens. Skipping it means skipping results.
3. **Post content consistently** throughout the week. We teach execution, not theory.
4. **Initiate conversations with potential clients** regularly. Marketing is about connection, not broadcasts.
5. **Track leads and responses** meticulously. You can't improve what you don't measure.

Certificate Policy

Your certificate is earned, not automatic. If you don't attend sessions or complete the work, SHELeadsIndia reserves the right to withhold your certificate at the end of the 90 days.

Every Friday: The Check-In

Come to Friday sessions prepared to answer these questions honestly:

- How many posts did you publish this week?
- How many leads did you receive?
- How many new conversations did you start?

The Reality Check

This program is **not for everyone**. It's for women entrepreneurs who are serious about building (not just learning), will show up even when it's uncomfortable, are willing to implement daily, and want to see real results in 90 days.

The Outcome

If you implement regularly: You will build a working marketing system. You will generate leads. You will have conversations with qualified prospects. You will see revenue.

If you don't implement: You will have invested 90 days and learned a lot, but there will be no change.

The choice is yours. The tools are real. The results depend on you.

Reserve Your Spot Today

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[Reserve my seat →](#)

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