



Marketing Plan & Copy Library

Compliance-first growth plan for courses, membership, commerce and community

PREPARED FOR TX Global Thinkers and Entrepreneurs	STATUS Operational draft for review
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Executive marketing objective

Position TX Wealth Creation Ecosystem as a trusted education-and-enterprise platform that helps people learn practical skills, build genuine businesses, access markets and track verified progress. Growth should be driven by useful programs, customer outcomes and credible partnerships—not income promises or recruitment pressure.

1. Brand platform

Element	Approved direction
Purpose	Empower the next generation of thinkers, leaders and entrepreneurs.
Core promise	Practical learning, enterprise support and transparent member tools.
Primary line	Build. Save. Earn. Rise. Repeat.
Proof pillars	Expert programs; member back office; verified commerce; transparent records.
Tone	Ambitious, clear, respectful, practical and evidence-led.
Never claim	Guaranteed income, guaranteed sponsorship, investment returns, instant wealth or automatic board payout.

2. Priority audiences

- Aspiring entrepreneurs seeking structure, mentors and business skills.
- Micro and small-business owners seeking digital marketing, management and AI capability.
- Young professionals seeking personal, financial and leadership development.
- Institutions seeking entrepreneurship, GRC, AI and management training.
- Qualified product and service providers seeking a verified member marketplace.

3. Offer architecture

Offer	Message	Primary action
Standard Membership — US\$150	Core seminars, courses and member back office; installment option	View membership
Combined Package — US\$270	Expanded learning and enterprise support	Choose combined
TX GRC-IntelliGuard	Practical governance, risk and compliance training	Open course
Business Idea Coaching	Move from idea to validated proposition	Request coaching
Partner Store	Discover verified learning, products and services	Explore store

4. Channel plan

Channel	Content	Cadence	Measure
Website	Programs, packages, member tools, disclosures	Always on	Qualified registrations
Email/WhatsApp	Invitations, class reminders, case studies	1–2 weekly	Clicks and attendance
Social media	Short lessons, facilitator clips, member business stories	3–5 weekly	Saves, leads, completions
Webinars	Free practical masterclasses	2 monthly	Attendance to enrollment
Partners	Cohort recruitment and institutional offers	Monthly outreach	Qualified partnerships
Member advocacy	Course/service referrals with compliant copy	After verified value	Conversion and complaints

5. Ninety-day campaign

1. Weeks 1–2: publish program pages, facilitator evidence, FAQs, Terms, Privacy and earnings disclosure.
2. Weeks 3–4: launch a free “Think, Build, Save” masterclass and waitlist.

3. Month 2: open a pilot cohort; collect learning outcomes and approved testimonials.
4. Month 3: launch TX GRC-IntelliGuard, business coaching intake and verified partner applications.
5. Every week: review claims, complaints, conversion quality and member-support themes.

6. Homepage copy

Hero headline

Build. Save. Earn. Rise. Repeat.

Subheadline: Join TX Global Thinkers and Entrepreneurs to develop practical skills, build a market-ready business, strengthen responsible financial habits, and track verified progress through one transparent member portal.

Primary CTA: Explore membership

Secondary CTA: Open member portal

Disclosure: Membership and training do not guarantee income, sponsorship, investment returns, savings outcomes, housing, healthcare or board completion.

7. Membership copy

Standard — US\$150 or disclosed GHS equivalent. Access core seminars, courses and the member back office. Eligible members may complete the fee in three US\$50 monthly installments and qualify for the next scheduled training after full payment, subject to current terms.

Combined — US\$270 or disclosed GHS equivalent. Our recommended expanded package for members who want broader learning and enterprise-support access. Review the current inclusions before payment.

8. Course copy

TX GRC-IntelliGuard helps professionals and entrepreneurs understand governance, risk, compliance, intelligent controls, policy management and responsible technology oversight. Learn through six practical modules and track progress from your member account.

9. Social media copy bank

Launch

Your next business breakthrough starts with stronger thinking and better systems. Learn practical entrepreneurship, management, AI and financial skills with TX Global Thinkers and Entrepreneurs. Explore the programs today.

Portal

Your TX member portal brings verified earnings status, board progress, referrals, courses and benefits into one clear view. Projected is not paid; every eligible activity is reviewed before approval.

GRC course

Good governance is not only for large companies. TX GRC-IntelliGuard teaches practical risk, compliance and responsible technology controls for modern organizations.

Membership

Choose Standard membership at US\$150 or the recommended Combined package at US\$270, with a disclosed Ghana-cedi equivalent. Review inclusions, terms and payment information before enrolling.

Entrepreneurship

An idea becomes a business through customer insight, useful value and consistent execution. Build those skills with TX Wealth Creation Ecosystem.

Savings readiness

Ant Susu is being designed for flexible daily, weekly and monthly saving. It will activate only through an approved regulated provider with clear fees and withdrawal rules.

10. Referral invitation templates

Short message: I'm learning with TX Global Thinkers and Entrepreneurs. Here is my personal link if you want to review the programs and membership information: [REFERRAL LINK]. Please use your own ChatGPT account when registering. Membership does not guarantee earnings.

Professional message: TX Wealth Creation Ecosystem offers practical training in personal development, digital business, management, investment education, social development, AI and GRC. You can review the current packages and register through my sponsor link: [REFERRAL LINK]. Please read the terms and disclosures before joining.

11. Email campaign

Subject: Turn your business idea into a practical plan

You do not need more hype—you need a clear customer, a useful offer and a repeatable way to deliver. TX programs bring practical learning, coaching and a member back office together. Explore the next program and decide whether it fits your goals.

CTA: Learn more

Subject: Inside your updated TX member portal

Your portal now shows verified earnings statuses, five-board progress, referrals, benefits, TX GRC-IntelliGuard and Ant Susu readiness. Sign in to review your current records. Earnings are not guaranteed and only verified activity appears in your ledger.

CTA: Learn more

Subject: Build governance into your business early

Strong businesses manage risk before problems become expensive. TX GRC-IntelliGuard provides a practical introduction to governance, compliance, intelligent controls and responsible technology. Open the course from the member store.

CTA: Learn more

12. Sales conversation guide

- Ask about the prospect's learning, business or professional goals.
- Explain the relevant program outcome and what is currently included.
- Show the USD price and disclosed GHS equivalent without inventing an exchange rate.
- Explain that referral and board views track relationships and progress; they do not guarantee income.
- Invite the prospect to read the Terms, Privacy Notice and refund rules.
- Send the personal referral link; the prospect must register with their own account.

13. Claims guardrails

Avoid	Use instead
"Guaranteed earnings"	"Track eligible activity through projected, pending, approved and paid statuses."
"Recruit two and get paid"	"Referral attribution is recorded; introducing a person alone does not create compensation."
"Your savings are safe with us"	"Ant Susu will activate only through an approved regulated provider."
"Investment opportunity"	"Education and enterprise-support membership."
"Everyone succeeds"	"Outcomes vary and depend on participation, demand, skills and execution."
"Future hospital/house included"	"Healthcare and housing are future proposals, not current entitlements."

14. Measurement dashboard

- Qualified leads and registrations by channel.
- Paid enrollment conversion and refund rate.
- Course attendance, completion and satisfaction.
- Coaching applications and business milestones.
- Retail/service revenue share versus membership revenue.
- Complaint, spam, misleading-claim and referral-quality indicators.
- Partner due-diligence pass rate and marketplace fulfillment quality.

15. Approval workflow

6. Marketing drafts the asset using this copy library.
7. Program owner verifies product facts and availability.
8. Finance verifies price, currency and payment statements.
9. Compliance reviews earnings, savings, investment and future-benefit claims.
10. Authorized approver signs off; final copy is archived with version and date.
11. Published claims are monitored and corrected when programs or rules change.