

Your Guide to **Apprenticeship** Success

By the team at  Acadium



Welcome to our comprehensive guide into the wonderful world of apprenticeships.

Congratulations on starting an apprenticeship! We've created this package to help guide you through your apprenticeship and included proven formulas to help you be successful.

At Acadium, we've seen that businesses can successfully prepare students for the job market with our apprenticeship program as hands-on experience is the key to professional success. This is a professional arrangement where both, the student and the business, will gain from working together.

Our program was created to help businesses receive marketing assistance without paying thousands of dollars every month, and to help students get real-world experience by gaining hands-on experience with skilled businesses. Students receive no money from the work produced, and in exchange, businesses are required to provide mentorship to their apprentice(s).

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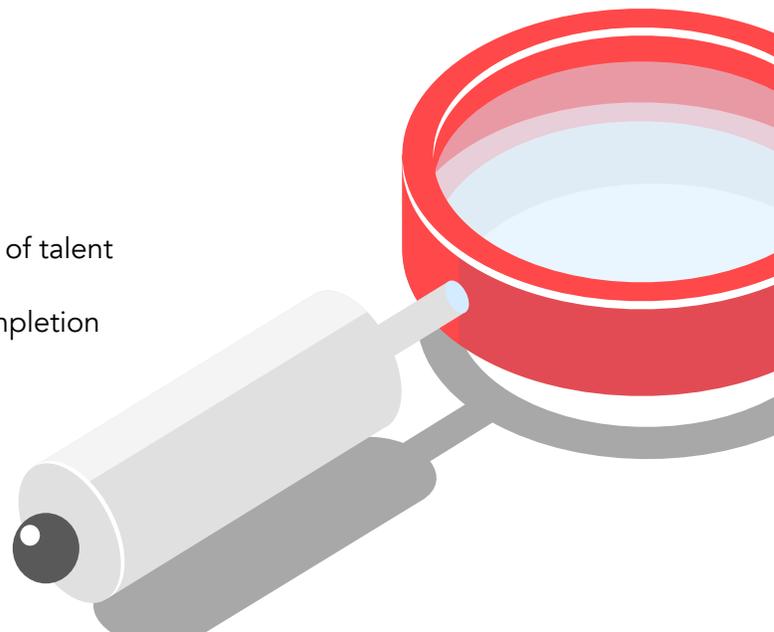
Apprenticeship Benefits

STUDENT

- ✓ Build your portfolio
- ✓ Résumé experience with only 10 hours a week for 3 months
- ✓ Certification upon successful completion of an apprenticeship
- ✓ Reference upon successful completion
- ✓ Learn marketing skills that go beyond your established skillset
- ✓ Ability to work from anywhere in the world

BUSINESS

- ✓ Dedicated help with various marketing tasks
- ✓ Fresh eyes to generate new ideas
- ✓ Free up time to focus on higher level tasks
- ✓ Feel great about helping the next generation of talent
- ✓ The ability to certify upon apprenticeship completion



Apprenticeship Task Ideas

ALLOWED

- ✓ Market research
- ✓ Drip campaigns
- ✓ Facebook Management
- ✓ Creating social media posts
- ✓ Researching keywords
- ✓ Content writing
- ✓ Email newsletters
- ✓ Podcast editing
- ✓ Paid ads (Any channel)
- ✓ SEO research and suggestions
- ✓ E-commerce
- ✓ Emailing journalists
- ✓ Connecting with influencers
- ✓ Marketing analytics
- ✓ Logo design
- ✓ Website building
- ✓ Anything else related to digital skills

NOT ALLOWED

- ✗ Data entry
- ✗ Cold calling
- ✗ Selling
- ✗ Customer service
- ✗ Personal VA
- ✗ Creating directories
- ✗ Anything else that financially benefits the business without providing real value to the student

Apprenticeship Onboarding

The first week is the most important. It's essential that you spend time getting organized, getting to know each other, and setting an agenda for the apprenticeship before jumping into any work. When apprenticeships fail, they usually do so in the first week.

We've created a sample Trello board that you can use to help guide you through the apprenticeship — from onboarding to the release of the certification.

To get started, [click here to visit the Trello board](#) and copy the board by selecting **Show Menu > More > Copy Board**. Once you have copied the board, you can invite the other member of the apprenticeship. To copy the board, you must have registered for your own Trello account.

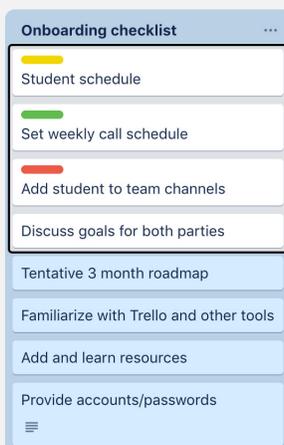
In the next pages we will show you how to use Trello to have a structured and organized apprenticeship experience.



Board Sections

Onboarding checklist - Here is a list of important items to take care of right away. You can add anything else to this list that is relevant (do not remove cards in this list but feel free to add more).

You will see that in the Onboarding checklist some cards have different color labels. We suggest using the provided color scheme and labelling something **green** when it's complete, **yellow** when it's in progress and **red** when it's either on hold or no longer needed. This way you will know quickly where to focus your attention.

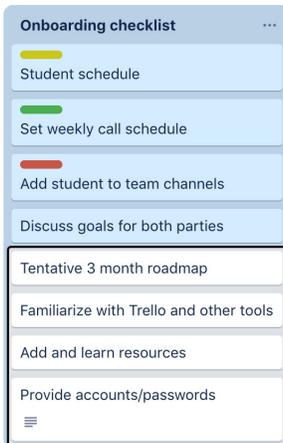


Student schedule: The student has to provide a tentative schedule of when they will help. The schedule can be entered in the second list called "availability."

Weekly call: You want to discuss a time for a weekly call and enter the agreed time here. The weekly call is generally longer in the first week or two (30 mins – 1 hour) to get the student onboarded and up to speed. Our weekly calls with apprentices are 30 minutes a week after that. We find that having a weekly call in the first working day of the week to work best.

Add student to team channels: The student should be added to any team channels and introduced to the team. We add all new apprentices to our Slack group. This helps the apprentice feel like part of the team and introduces the team to the apprentice they will be working with.

Discuss goals for both parties: The most successful apprenticeships happen when both parties are gain something. Both the student and the business need to discuss their marketing goals and enter them in the list titled 'Goals of Apprenticeship.'" The list is already filled with some examples and you can add more or remove the ones that are not of interest. Usually 3 or 4 large goals is the most that can be achieved in 3 months



Tentative 3 month roadmap: Once you have discussed your individual and group goals you can create a 3 month tentative roadmap. In simpler terms, you need to create a brief overview of which goals you will work on each month. It's always best to start with the simpler ones first. For example, starting with social media marketing in the first month, and then transitioning into paid social the next.

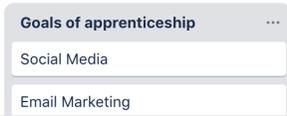
Familiarize with Trello and other tools: You're going to use Trello so take a look around and become familiar with it if you're new to the platform. Slack and Zoom are also great tools for communication, however you're free to use any alternative tool that you prefer. Familiarize with all marketing tools that you will be using in the first month only. Other tools can be learned later as needed.

Add and learn resources: The Resources list is critically important for the student to succeed in the apprenticeship. If the student starts working without learning about the business and without resources on hand, chances are they won't be as successful. We have included some sample resources, but the business needs to add to this list. Add material related to your brand, but also any external marketing related material that you feel would be helpful for the duration of the apprenticeship. It's also a good idea to have students doing Acadium course material related to the topic they will be working on. The student should go through all resources before beginning any work.

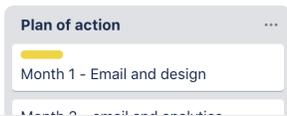
Provide accounts/passwords: Provide the student with any passwords and accounts required for the job. Some businesses even provide students with a company email but that's not mandatory. If you're concerned with giving passwords to an apprentice, a great site to use would be [Lastpass](#). LastPass is a password manager that stores encrypted passwords online. We recommend using this website to ensure the highest level of security throughout the apprenticeship.



Student availability: Students should outline the hours and days they will help in the business time zone. Both business and student should enter this availability in their calendar.



Goals of apprenticeship: Discuss what your mutual goals are and enter them here. The apprenticeship should cover both your goals. (Keep any cards that work for you apprenticeship, remove the rest, and add any that relate to your goals).



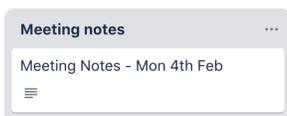
Plan of action: Figure out a tentative plan for the first 3 months that covers the goals of the apprenticeship. This can change later, but it's important to have a vision for the next 3 months. (Replace the cards with your own plan of action).



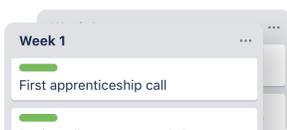
Resources: We've added some valuable resources for students. Both the business and student can also add to this list. Resources should be both marketing related and brand specific. It's very important for the student to save their work and create a portfolio similar to the samples in the resource section. (Keep the existing resource cards but also add other ones as needed.).



Questions: Here you can add unanswered questions. This can be related to work material and/or other marketing questions. We suggest discussing them during your weekly call especially if they are complicated. You can check them off once they are answered.



Meeting notes: Here you can add notes of any meetings here so that they can be accessed in the future. Be sure to time stamp them for easy reference later.



Weekly tasks: Each week you will have a call where you will discuss the work of the previous week and prepare for the current one. Look at the list called "Week 1" for an example. You will decide together what tasks to work on for the week. It will happen that some tasks get carried over, as some tasks may take longer than expected, but try and be as accurate as possible and consider how long each task will take to complete keeping in mind that the student is helping for about 10 hours a week. (Replace the sample cards in "Week 2" to "Week 3" and so on with the tasks you will be working on).

Apprenticeship Management

The first week is vital and requires both parties to work together to set the right foundation for a successful and mutually beneficial apprenticeship.

Each week you will have a call and you will continue to work through the Trello board from “Week 2” to “Week 3” and so on.

Here are some tips to ensure that the apprenticeship stays on track during its duration:

Build a personal relationship. When people work remote, they miss the social aspect of being in an office. Connect with each other at a personal level and chat about non-work related things from time to time. The stronger your relationship, the easier it will be to communicate in the future.

Communicate clearly. You need to communicate effectively when working remotely. Avoid being vague with expectations for tasks and set clear goals and objectives.

Be accessible and available. You need to be available for each other whether there is a question or curiosity. It often just takes a few seconds to respond and it will help ensure the apprenticeship remains productive. It’s important that apprentices feel they can reach out with questions without having to wait for a weekly call otherwise it will stall their progress.

Follow up. While most apprentices don’t work every day, make sure to check in with them when they are working on something and see if everything is going well.

Apprenticeship Ratings & Problem Solving

You will receive regular emails asking to rate each other. This is important so that both parties can see areas where they are doing well and areas where they can improve.

Should any unforeseen issues arise, both parties should take the initiative to reach out to each other first. Clear communication of how you are feeling about the apprenticeship is often the catalyst for overcoming conflict.

If issues persist, please contact your respective Acadium support department and we will try to assist you in finding a resolution.

You can reach out to us on the support page accessible from your dashboard or email us at hello@acadium.com



Apprenticeship Completion

Acadium apprenticeships last 90 days. When the 90 days are up, the business will receive an email asking them to login and release the student's certificate.

THE BUSINESS WILL NEED TO

- 1 Login on Acadium
- 2 Issue the certificate of completion to the student (if the apprenticeship was successfully completed)
- 3 Write a reference for the student

THE STUDENT WILL NEED TO

- 1 Check their email for the certificate
- 2 Upload the certificate to LinkedIn and use it when applying for jobs

☆ As a bonus, you can also write each other a recommendation on LinkedIn

