



Quick Start Guide

Welcome to Texta Academy. The Academy gives you the training, tools, and resources you need to build and sell your text marketing service. You do not need to complete everything before getting started. Here is the recommended path.

- 1 Build Your Foundation**
Start with **Business Foundations**. Use these lessons to establish your service structure, pricing, client expectations, and the basic systems you will use to run your text marketing business.
- 2 Learn How to Sell Text Marketing**
Move into **Sell Text Marketing**. You will learn how to identify opportunities, uncover client pain points, communicate the value of text marketing, handle objections, and confidently close the sale.
- 3 Learn the Strategy**
Work through **Text Marketing Strategy**. This section covers the practical strategies you will use with clients, including building offers, growing subscriber lists, promotional campaigns, seasonal campaigns, retention, and text message best practices.

- 4** Use the Resources
You do not have to create everything from scratch. The **Academy Resources** section includes worksheets, templates, examples, checklists, and other tools you can use as you begin selling and working with clients.
- 5** Learn Your Platform
Use the **Platform Guides and Video Tutorials** when you are ready to begin working inside your platform. These resources will walk you through the platform and show you how to complete the tasks you will use most often.

A good place to start today

If you are opening Texta Academy for the first time:

[Business Foundations](#) → [Sell Text Marketing](#) → [Text Marketing Strategy](#)

Then use the resources and platform training as you need them.