

# Cultivating a Beginner's Mind and Understanding Your Industry

## 10 Point Checklist

### Jeffrey Hayzlett

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"There's no real difference between a business on Main Street and a business on Wall Street, it's just really the numbers of zeros."**

**JEFFREY HAYZLETT**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?  
Here are 10 steps that can move you closer to your goals – today.**

- Make a list of three to five things that you want to get out of your business the most (financially or personally). These are your “conditions of satisfaction.”
- Apply the mirror test to your business by asking yourself whether the things you’re doing are leading to where you need to go. Are your actions meeting your conditions of satisfaction?
- Take some time to think about what industry you’re in. Don’t get so distracted by the industry you think you’re in that you miss the value of what you’re actually offering.
- Sit down and write out some notes about how the Internet of Things may impact your business. Come up with specific strategies for how to address these possibilities.
- As a marketer, your role is to see the inception of the idea all the way through customer satisfaction. Create and implement five changes to increase customer satisfaction.
- Set aside extra time each week to listen more attentively to your customers. Find out what they’re upset about, and then work to find resolutions to those issues.
- Being open about your business with your employees can make a huge difference. Try being radically transparent with open-book management.
- It’s easy to get distracted by all of the things that pop up in life. Practice keeping your focus on the things in front of you instead of allowing distractions to take your attention away from what really matters.
- Examine the implied promises you’ve made in your business. Are you meeting them? If not, turn your focus there and figure out how to keep (or renegotiate) your promises.
- Cultivate a sense of open curiosity and declare yourself a beginner. In other words, be open to the idea that there may be things you don’t know, and better ways of doing things.