

# Transforming Your Business Through Mentors, Modeling, and Masterminds

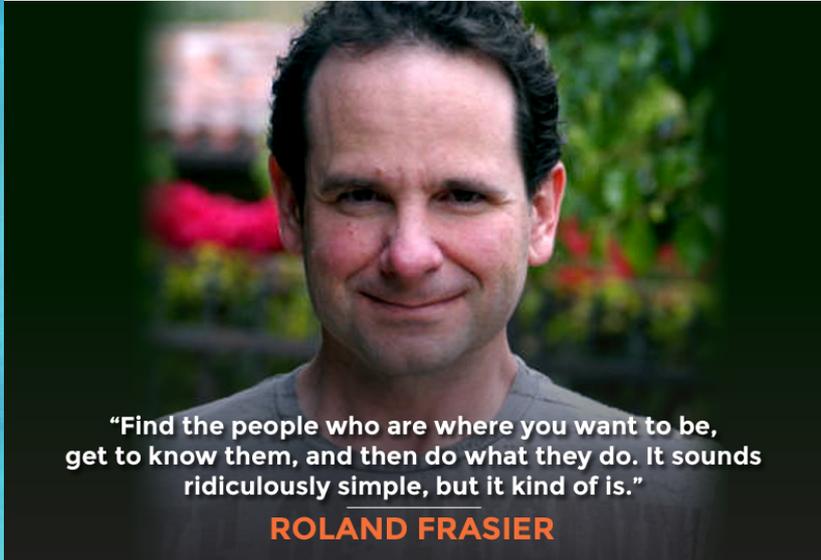
## 10 Point Checklist

### Roland Frasier

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**



“Find the people who are where you want to be, get to know them, and then do what they do. It sounds ridiculously simple, but it kind of is.”

**ROLAND FRASIER**

# 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.**

- Look into the requirements to join the War Room mastermind. If you qualify, consider applying to become part of a group of other high-powered, inspirational businesspeople.
- Read about all the other masterminds Roland and Stephan mentioned to see if any is a fit for you. If so, apply and get involved with the one you've identified.
- To find a mentor, identify people who are where you want to be. Get to know them, and then begin doing what they do.
- Before you offer to pay a mentor, identify whether you really want a mentorship or a coach. Coaches should be paid, but paid mentorships tend to fail.
- Instead of looking for free advice, focus on offering value before you ask for anything. By offering value first, you can lay the foundations for a relationship.
- In any business deal, go from talking about something to having a transaction done as quickly as possible. This takes you from potential to business partner quickly.
- Think about what you can offer other people, and provide ongoing support to people in need of mentorship of the kind you're able to give.
- Resolve not to give handouts to anyone (such as children, siblings, or friends). This kind of gift comes with side effects and can actually be harmful.
- If you see an opening where someone you would want to work with could use your services, reach out. Don't hesitate, but instead step forth to offer something of value.
- Work on cultivating a strong social network in every realm of your life. You're the average of the five people you spend most time with, so make sure those are the best people possible.