

Transforming Your Business Through Mentors, Modeling, and Masterminds

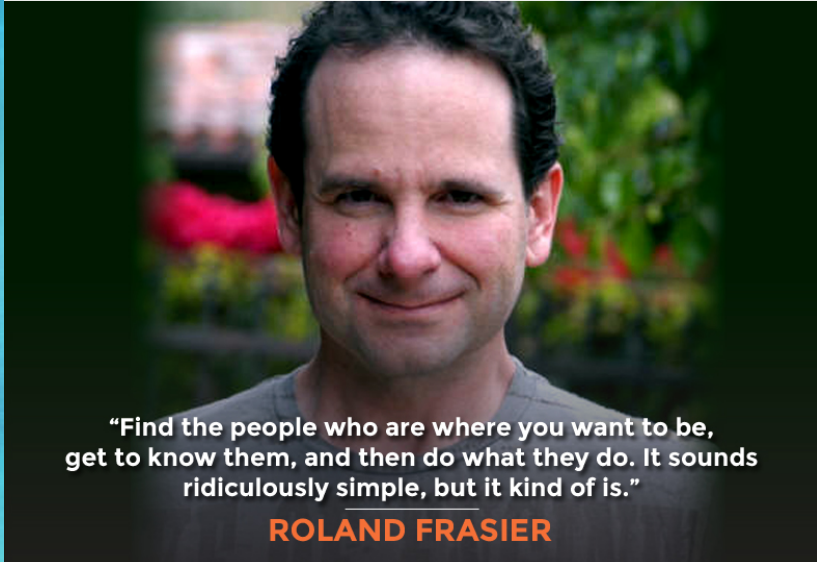
10 Point Checklist

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.