

The Future of the Internet

10 Point Checklist

Mitch Joel

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 take your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“Because of technology communication's connectivity,
we're all intrinsically connected.”**

MITCH JOEL

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.**

- Before deciding on a digital marketing plan, decide who you want to be. Will you be selling online courses, a product, a service?
- Online marketing platforms are a creative and amazing industry-the opportunities are endless. Use as many marketing platforms as you can to build a client base, and nurture them.
- For more information on Mitch, the future of technology, or to catch up on Mitch's podcast and blog posts, check out his website.
- Focus the majority of your time where you feel it's best spent. If you excel at audio, it's okay to focus on podcasting over creating videos for social channels.
- Be yourself, no matter what. The most successful people got to where they are because they were true to themselves, even if it's a unique and different approach.
- When you are at a conference, don't be shy! Talk to everyone around you, even if it's just a short introduction, because you never know what opportunities may arise.
- Do your research when looking at online courses, or anything that costs money online. There are real businesses out there, and scammers, so make sure you know who you are working with.
- Stay open and collaborative with your team. Whether it's having an open door policy, or using programs like Slack, keep the lines of communication open so everyone is on the same page.
- Apply to speak at a conference! Not only will it build credibility for you as an expert in your niche, you also will grow your network.
- Try out the apps and technology of the future, such as Snapchat and Google Cardboard. Keep your brand relevant, even if those platforms aren't your main focus.