

# Get Inside The Mind Of Your Customer


## 10 Point Checklist

### Paul Watkins

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**



**“We launched it at about 9:30 in the morning. And by  
lunchtime, we had already received the amount of clicks  
we had expected to get within a week...We figured out  
their pain point, and offered an alternative.”**

**PAUL WATKINS**

# 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.**

- Start a dialogue with your customer on their pain point. What is the thing that is truly giving them pain right now? How can you best improve it for them?
- Stop focusing on the product, and start focusing on what the customer truly wants.
- Create a cheap focus group! Get 5 - 10 people in a room, pay them \$30-50 for a few hours time.
- Read Permission Marketing by Seth Godin, it's an essential for any online marketer.
- Discover what can make your product remarkable, like the oven cleaner that is left on overnight.
- Write a book, or even a small eBook - it is one of the best ways to build your credibility on a topic.
- Check out Paul's book How to Be a Big Fish to better recognize the niche that you could become a known expert in.
- Attend your local Toastmasters to get over that initial fear of public speaking.
- National Speakers Association is your tool to refine your skill and learn among masters.
- If you want to truly become a masterful speaker, the best way is to get a 1 to 1 mentorship from a great speaker.