

Building An Internet Empire


10 Point Checklist

Zac Johnson

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**



“People are starting a blog, putting content out there and then expect to get a ton of traffic and make money. That's like the furthest example from the truth.”

ZAC JOHNSON

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.**

- Take the steps to become an expert in your niche - guest blog, interview industry players, attend conferences.
- Try animations instead of a talking head video to attract and keep your audience's attention via video.
- Build a list, and then target those people on FB Ads.
- Split test your FB ads using Adroll or AdEspresso.
- Try a hybrid theme to your webinars that necessitate you to only be present for a short Q&A.
- Be ready to give away a lot of great knowledge in the effort to get people to sign up for your premium content.
- Create a podcast cover that attracts the eye and doesn't look too cluttered.
- Promote the heck out of your podcast, especially in that first 8 weeks to get into the New and Noteworthy Section.
- Release several episodes of your podcast at once during your launch so you can get people hooked right away.
- Don't get caught up by shiny objects syndrome – the passion you put into your work will eventually pay off!