Upleveling Your Online Marketing with Storytelling and Authenticity

10 Point Checklist

Joel Comm

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

"Authenticity and vulnerability can make a story so compelling that people want to retell it for you."

JOEL COMM

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.**

- ☐ Boost my Twitter profile by putting the 'social' in social media. Reply to comments and conversations - the more value I offer the more my engagement increases.

- ☐ Use Buffer to schedule posts on Twitter to regularly put content out throughout the day. Bring value by scheduling dozen or so a day.

- ☐ Post personal content on social media that other people find so valuable and compelling that they want to share it with others and retell my story.

- ☐ Choose a favorite social media platform by analyzing my preferences and habits to choose what I am comfortable with in growing my online community & influence.

- ☐ Write a professionally published book to establish myself as an expert in my field and to open new doors and media opportunities.

- ☐ Create original, compelling content on a consistent basis and target keywords to make AdSense websites that earn money.

- ☐ Use keyword research tools like Google Keyword Planner, Google Trends, Soovle, Moz Keyword Explorer, Search Metrics Topic Explorer.

- ☐ Create swag with these 3 goals in mind: Make sure people will open it. Get people to use it. Make sure that it is something that people will keep. Joel's KaChing button.

- ☐ Have a website of my own to promote my expertise and have a squeeze page to promote offers of what I am selling or to have a lead generation PDF to get email subscribers.

- ☐ Continue to provide value and inspiration once I have my email list built because people buy from people they know, like, and trust. Then it will be possible for me to sell items that offer additional value.