Sell Like a Lion and Lead the Pride

10 Point Checklist

Marcus Sheridan

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

*"Both parties are invested. That's what's possible when
you use the power of information the right way."*

MARCUS SHERIDAN

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.**

- ☐ Remember what it is like to be a customer by keeping in mind what their needs, worries, issues, and fears are.

- ☐ Educate potential customers before I have a serious sales conversation with them by letting my content be my sales tool.

- ☐ Focus on creating answers for buyer-based questions such as cost factors, drawbacks, options, reviews, and how to find the best of whatever they are looking for.

- ☐ Build trust by answering questions about pricing. It doesn't have to be the exact prices of what I'm selling, but I should be able to provide options and a clear explanation of what they'll get to eliminate customer frustration.

- ☐ Create a learning center on my website that addresses all potential customer questions with an article and an embedded video that is also on YouTube.

- ☐ Create a section on each product page that says "if you are considering this product, you may have the following questions" and link to the answers on my learning center.

- ☐ Write down the top 7 reasons, issues and fears that would prevent someone from buying from me. Then make sure that they are all addressed on my website.

- ☐ Write down every claim that I make about my company. Then make sure that I visually show how or why these claims I make are true.

- ☐ Have a "Problems We Solve" section on my website that specifically list problems a customer would have, and then turn each one into a page that shows how I solve these problems.

- ☐ Have a "Not a good fit for you if" page on my website that gives very honest answers to help find the appropriate customers that I can actually help.