

A Case Study in Preeminence, Prominence, and Positioning

10 Point Checklist

Brandon Yosha

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**



“Preeminence isn't just about being the best at what you do. It's about being the trusted advisor in your particular industry and being the go-to for your service.”

BRANDON YOSHA

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.

- Practice the principle of preeminence. For example, know when a prospect is better served by being sent elsewhere — even to a competitor. Define yourself by looking out for people's best interests.
- Work with a strategic partner. Spend time with friends and mentors who share the same goal of making the world a better place. Together we can do great things.
- Stand out from the rest in my niche or industry. Be smart and strategic, yet authentic in my messaging. Create a compelling narrative to clearly explain my goals and why I'm uniquely qualified.
- Only write and publish remarkable content. Produce something meaningful and engaging to truly help my audience. It's useless to produce mediocre content.
- Take action when an opportunity arises. Most of the time, elaborate planning alone is not the key to success. Taking action sets me up for a greater chance of hitting my goals.
- Never take SEO at face value. Google is not always 100% clear about all the factors of SEO evaluation. Also, SEO from two, three, or five years ago is entirely different from SEO today. Thus, always apply the fundamental SEO strategies and also be updated with the new ones.
- Think of SEO as a long-term investment. Businesses must invest in SEO experts and content: SEO is uniquely designed to optimize search engine results and rankings, so people can find the best sites when searching for great products and solutions.
- Hire an excellent and qualified SEO expert. SEO professionals have the knowledge and expertise to help create excellent campaigns to drive better business results.
- Visit Norah's Law [website](#) to learn more and lend support to the move-over law to protect all vehicles displaying hazard warning lights.
- Check out Yosha Law Firm's [website](#) to learn more about their services as personal injury lawyers and how they treat their clients like family members. Yosha Law Firm provides current content with insights into legal matters, legal options, and opportunities to pursue just compensation.