

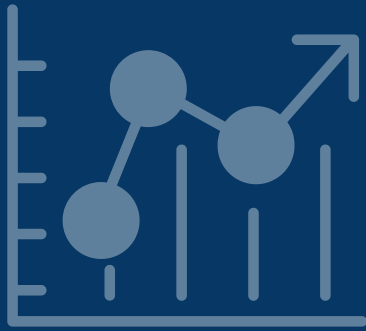
## How to Build a Digital Marketing Agency with Stephan Spencer and Greg Merrilees

[www.marketingspeak.com/397](http://www.marketingspeak.com/397)



### 10 Step Checklist

- Patiently await results on my SEO strategy. SEO and marketing take time to produce results. Don't expect overnight success, but stay committed to my strategy.
- Create a spreadsheet to track all my marketing methods, such as speaking gigs, conferences, masterminds, along with the cost and revenue of my marketing.
- Address clients' pain points and the issues they may not even know they have to sell my products or services. This can help them engage and recognize the value of working with me.
- Qualify potential clients by having them complete a questionnaire on their current marketing efforts. This can indicate whether they have the budget for my SEO services.
- Develop a hiring funnel to streamline the process of interviewing and screening candidates. This approach can save time and helps ensure my team selects the most qualified applicants.
- Gather strong proof points to support claims when presenting to clients or on my website. This can include screenshots, graphs, and other visual aids that show my successful results.



Create an interactive experience on your website, not just a passive set of pages to consume or view.

-STEPHAN SPENCER

- Surround myself with a talented and reliable team. Look for partners who have a track record of success, like [Greg Merilee's Studio 1 Design](#), for my website design and branding needs.
- Monitor efficiency within the team and the lead magnets through internally created checklists, worksheets, and workbooks.
- Download a copy of Stephan's [SEO Hiring Blueprint](#) and [SEO BS Detector](#) for non-SEO professionals conducting interviews for potential hires. Using this cheat sheet, I can quickly identify inexperienced candidates.
- Checkout [Stephan Spencer's](#) free resource on content marketing and link building, [Chapter Seven](#) of the book [The Art of SEO](#).

For the complete interview, transcript, and important links, visit [www.marketingspeak.com/397](http://www.marketingspeak.com/397)

*Thank you!*