

Achieve Leverage

10 Point Checklist

Ryan Levesque

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**



“The Hybrid Expert Model was developed to help people simplify their life and business, get leverage, and gain successful options in attracting, enrolling, and delivering expertise to clients.”

RYAN LEVESQUE

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.

- Learn to reframe the no's I receive in my career and personal life. There is no such thing as a "no," there's only "not this" or "not now."
- Build first impressions in my business. These are a one-time chance to create a lasting impression with my audience. For example, I can make a quiz funnel on my website to assess my audience's needs.
- Improve my sales every single week through consistency and focus on incremental improvement. Aim to be 1% better every day.
- Intricately design my message, offer, and business model before building an attraction funnel. Always begin with the end in mind in my business and career.
- Reorient everything I do in my business to get into a place of freedom and flexibility through leveraging. In leveraging my business, I am decoupling my income from my time.
- Shift my work paradigm from one-on-one work to a group program in an incremental systematic way to use my time efficiently, scale up my clients, and scale down my work hours.
- Learn to listen and pay attention to the natural language emanating from my market. Don't get caught up in marketing buzz speak or pressure me to figure out what to say in my marketing.
- Follow a proven systemic approach, models, or strategies of successful marketers instead of being the first to try to climb to the top of a mountain. I will reach the summit if I put one step before the other.
- Adapt Ryan Levesque's hybrid expert model concept to achieve the three pillars of success: attract, enroll, and deliver. This model simplifies my business and gets authority.
- Learn more about the hybrid expert model concept, [The Ask Method](#), and other helpful resources from Ryan Levesque and his team on their [website](#).