

# Secrets to Consulting Success

## 10 Point Checklist

### Michael Zipursky

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**



**“In order to build the business of your dreams, remain clear about what you value, what is meaningful to you, and what is important to you.”**

**MICHAEL ZIPURSKY**

# 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.

- Embrace the *kaizen* mentality. Adopt a focus on continuous improvement in all aspects of my business.
- Focus on ideal clients. Prioritize clients who offer higher profitability and align better with my business goals. Analyze client and project profitability to refine my targeting and messaging.
- Visualize my desired lifestyle and design my business to support it. Prioritize building a lucrative and impactful consulting business that aligns with my lifestyle goals.
- Shift to 10x thinking. Consider aiming for 10x growth opportunities rather than incremental improvements. Assess the potential for exponential growth. Reflect on the energy and resources required for 2x and 10x growth goals.
- Diversify lead generation channels. Experiment with different marketing channels to diversify lead sources.
- Stay nimble and adaptable. Be open to pivoting and adjusting strategies as needed. Continuously monitor outcomes and make data-driven decisions.
- Plan for scalability. Create a future organizational chart that reflects the growth and evolution of my business. Consider whether roles and responsibilities need to shift as the business scales.
- Utilize network reactivation: Engage with my existing network by reaching out personally and letting them know about my current focus and offerings. This can lead to referrals and new opportunities.
- Focus on consistency: Consistency is key to long-term success in content creation. Regularly produce and share my content to build a loyal audience.
- Create a centralized online hub for my content and resources to make it easy for my audience to access valuable information. This hub should include articles, podcasts, videos, and other resources that showcase my expertise and provide value to my audience.
- Visit Michael Zipursky's Consulting Success [website](#) to access their resources, including free articles, [podcasts](#), and books, and link to their social media platforms.