

# Systems that Simplify

## 10 Point Checklist

### James Brown

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**



# 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.**

- Develop the first version of my processes. Before optimizing and fine-tuning, ensure I have a basic, functioning process for each aspect of my business. This allows me to achieve team cohesion and efficiency.
- Recognize that systemizing my business is a gradual process. Focus on building habits and routines within my business to ensure sustainable systemization over time.
- Continuously evaluate the effectiveness of my systems and processes. Be willing to iterate and adapt to meet the evolving needs of my business and team.
- Utilize assessment tools like DiSC or leadership profiles to gain self-awareness and insights into my leadership style. Apply what I learn to enhance my leadership approach and team dynamics.
- Strive for simplicity in my business processes. Seek ways to make tasks more straightforward and effective without unnecessary complexity.
- Set Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) objectives when working on financial control. This structured approach can help me to stay focused on my financial goals.
- Recognize that personal development plays a significant role in business growth. Identify areas where personal development can help overcome barriers and improve my business mindset.
- Focus on key metrics. Rather than drowning in data, identify the top five key metrics crucial for my business and regularly monitor them.
- Be willing to adapt a leadership style to meet the needs of my team members. Not everyone learns or works the same way, so I should tailor my approach to individuals.
- Connect with James Brown through his website, [biztechguru.com](https://biztechguru.com), to simplify your business systems and processes.