

# Build a Loyal, Profitable Community

## 10 Point Checklist

**Stu McLaren**

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**



**“When cultivating business growth, focus on three ways to grow membership—traffic, conversion, and retention.”**

**STU MCLAREN**

# 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.**

- Divide my membership journey into manageable stages. Allow for incremental focused training to ensure members master a set of skills before progressing.
- Define specific, measurable objectives for my members. Members should accomplish these objectives within a set timeframe. This will provide direction, motivation, and a sense of progress throughout their membership.
- Pinpoint the root cause of poor performance by analyzing my key metrics—traffic, conversion rates, and retention. Tailor my strategies based on identified weaknesses.
- Implement a continuous testing strategy for my advertising content. Experiment with various elements like copy, images, videos, and formats.
- Integrate philanthropy into my company culture by engaging both the internal team and the community. This approach positively impacts morale and brand perception.
- Join a mastermind group to benefit from diverse perspectives, share ideas, and receive valuable insights. Being part of such a group provides me with a support system that can drive growth.
- Regularly engage in creative exercises to stimulate innovative thinking and stay ahead of industry trends. Set aside dedicated time for brainstorming sessions.
- Prioritize efforts on critical aspects that significantly impact my business growth. Avoid spreading resources thin by concentrating on the most influential factors.
- Tailor membership experiences to individual preferences and needs rather than adopting a generic approach.
- Make my membership idea work with Stu McLaren. Visit his website, [stu.me](https://stu.me), to access free guides, paid courses, tools, and resources. I can also send him a direct message on [Instagram](#).