

From Tiny Startup to Microsoft Acquisition

10 Point Checklist

Kevin Henrikson

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**



“As the internet-native, device-native audience expands, they will increasingly seek digital collectibles.”

KEVIN HENRIKSON

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.

- Allow users to easily provide feedback to my development team. Draw inspiration from successful apps. Consider successful designs and user experiences. Be patient and trust the process. It takes work to get to that point of resistance where I can push through and enter into transient hypofrontality.
- Include a support button within my application to facilitate direct communication with users. Send support tickets directly to my engineering team for quicker resolution and feedback.
- Establish a mechanism for continuous and direct feedback from users to my engineers. Ensure feedback loops are quick. Minimize the time between user input and my product adjustments.
- Design intentional functionalities for timeless relevancy. Incorporate user-centric design principles in my early design stages, even in startup mode.
- Release a minimal viable product, gather feedback, and implement improvements based on my user responses.
- Stay ahead of trends. Anticipate future trends and accordingly prepare my product.
- Simplify my app features. Only include features that my team actively uses and finds valuable. Discard any unnecessary elements.
- Embrace humility. Take a lighthearted approach to my business challenges and product development. My concerns may become trivial over time.
- Strive to make every exchange positive, even in my difficult negotiations. A positive history can impact future business opportunities.
- To dive deeper into the world of Web3, entrepreneurship, and innovative digital art, connect with Kevin Henrikson by visiting dustlabs.com. Follow his insights on Twitter [@kevindegods](https://twitter.com/kevindegods), and explore the fascinating NFT projects at degods.com and y00ts.com.