

Integrating Technology and Humanity

10 Point Checklist

David Meerman Scott

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**



"It's important that in everything we do as marketers, we bring it back to the human approach."

DAVID MEERMAN SCOTT

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.

- Focus on showing my humanity in my marketing. In a tech-heavy world, have real conversations with customers. I should listen to their stories and discover what matters to them.
- Use AI to summarize and pull insights from my own content. AI can help uncover patterns and ideas I may have missed in my writing.
- Query AI through the creation of a private database of my content. By feeding it only my content, I allow new ideas to emerge from my authentic words and perspective.
- Auto-generate social media posts from my long-form content. Share my ideas with smart tools by featuring snippets from my meaningful stories.
- Respond to comments and answer questions, and make sure people feel heard. While automation can free up time, don't let it eclipse my personal touch.
- Take on projects based on what will fulfill me. Place fulfillment over profits. Follow my passion to unlock my creativity and joy.
- Share ideas freely. Avoid pushing sales. If my goal is to genuinely help people, they will want to support me. Trust that my value speaks for itself.
- Create wholly unique and original content. Allow my one-of-a-kind experiences and personality shine through rather than recycle existing ideas.
- Market my content as often as I create it. Pour my heart into crafting stories that matter, then seek genuine connections over metrics.
- Visit fanocracy.com to tap into David's genius and discover how to build devoted fandoms and communities. Check out his blog and speaking links on davidmeermanscott.com for a wealth of marketing wisdom.