

The Importance of Building on a Strong Foundation

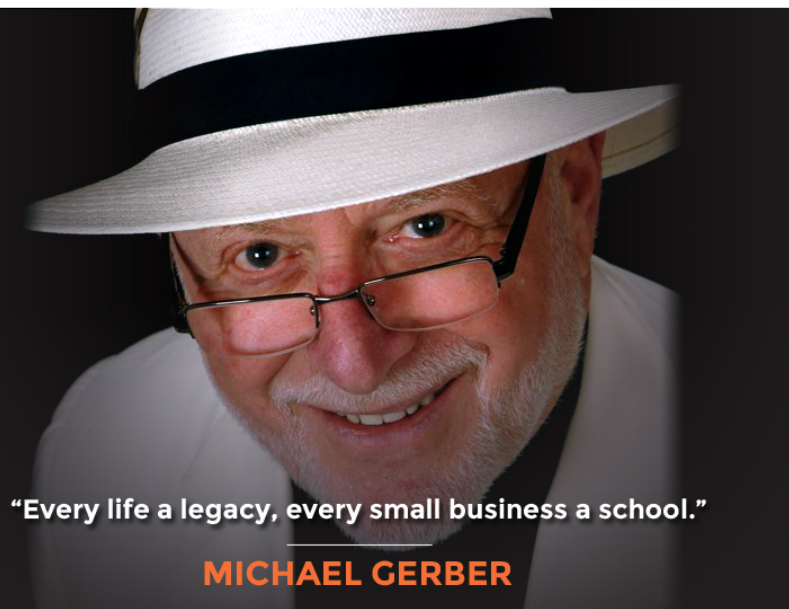
10 Point Checklist

Michael E. Gerber

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**



"Every life a legacy, every small business a school."

MICHAEL GERBER

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.**

- Take an honest look at your company. Is it a “company of one”? That is, if you were to quit today, would the company be able to survive?
- Develop an exit strategy for your company. Could you sell it in one year? Five? What would that take? Outline your options and sketch out plans to make this possible.
- Using your work from the previous step as guidance, do one extra thing each week to make your company more saleable.
- In a sentence or two each, write down your dream (dreamer), vision (thinker), purpose (storyteller), and mission (leader). This will help you get clarity on each of the roles.
- In light of the information Michael has provided, examine your company critically to see if it’s broken. If so, begin to consider the option of leaving it to start a new one instead.
- Find a dedicated space where you do nothing but your deep work. Ideally this would be a separate office, but even a designated chair and desk will help.
- Are your mission statement and vision statement distinct, clear, and serving their purposes? If not, rewrite each one in some depth until they match Michael’s descriptions.
- Work toward seeing yourself as replaceable within your company (if you don’t already). When you do things right with a turnkey system, everyone is replaceable.
- Ask yourself what your legacy will look like when you’re gone. We’re born to create, Michael says; what are you creating that will outlive you?
- Read Michael’s new book, *Beyond the E-Myth*. It contains more of the brilliant wisdom he’s shared in this conversation.