

Raise Your Internet Marketing Standards For Exceptional Results


10 Point Checklist

James Schramko

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**



“Chances are that most of the things you're doing are completely useless and only some of the things that you're doing are highly effective.”

JAMES SCHRAMKO

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.**

- Find the real pain point of your target audience and know how to speak to that pain point.
- Focus on creating content that will create an audience that sticks.
- Got an unsubscriber to your podcast or service? Put them into an email campaign that works to drive them back in.
- Identify the one or two things that drive business to your site, and keep focusing on that, cutting everything else out.
- What content is engaging your audience? Cut the losers, and find ways to scale the winners.
- Don't pursue growth for the sake of growth – it can turn your business into a monster to manage.
- Pick a traffic generation tactic, whether it is a podcast or an event or an online video course, and keep your focus on strengthening that channel.
- Be genuine with your audience. Doing a recorded webinar is great, but making them think it is live isn't honest.
- Don't let social media take up too much of your time – the ROI is really low for the investment cost.