

Making Money While You Sleep

10 Point Checklist

Neil Patel

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**



"Think of conversion optimization and funnels like dating. If you ask a random person on the street to marry you today, they will say no even if you're the most attractive person in the world."

NEIL PATEL

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.**

- Build a funnel that allows you to develop a relationship with the viewer.
- Stop sending out emails to people in your list that aren't opening them.
- Keep your email paragraphs short and conversational.
- Create an email subject line that you would write to a friend.
- Try out writing long-form content pieces. Around 5000 words converts really well.
- A/B test what works best for you on your site for best conversion.
- For your headshots, natural looking smiles on your site look the best.
- Dress for success really works. Try it out.
- Partner up with an influencer and promotional contracting team to get your posts out there.
- Try out an exit pop-up on your site.