

# Working Smarter with Automation Tools that Nurture and Convert Your Clients

## 10 Point Checklist

### Teddy Garcia

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 really a \$300 per month full time employee that does all of the marketing legwork that you would normally have to do yourself...it does all of your marketing communication, it does all of your follow-ups... it's a pretty powerful system'.**

**TEDDY GARCIA**

# 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.**

- Decide what you want to offer. Would your target audience like to have a free eBook, a webinar, or a live event? What would add value and capture interest?
- Create a survey and send it out to your list to gauge what they are interested in.
- Create a follow-up plan that keeps your clients on the hook. Create intriguing emails that introduce the offer, but also remember to include the different steps they may take.
- Upload your emails to your CRM, using a tag system. Have your leads tagged for the offer, and create tags based on the potential steps that they may take.
- Don't forget to include your terms! Ensure that your refund policy is clearly stated somewhere on the purchasing page or contract.
- Don't fight a chargeback – if the customer was unhappy, let them have their refund. If anything, you can prevent negative feedback on social media.
- Add bonuses. If you are running a live event, include a special VIP lunch. If it's a webinar, include a sale for 24 hours after attending. Adding value and urgency to your offer can dramatically increase sales.
- Start with a large list of bonuses and gradually take them away as time passes –this will increase urgency for your list.
- Try a membership program – make sure it offers as much value to your customer as the amount that they are paying for.
- Recurring membership programs cannot be fully automated if they are going to provide value. Give clients new value each month