

Hug Your Haters

10 Point Checklist

Jay Baer

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**



“There is an endless supply of oxygen on the
high road and people tend to forget that.”

JAY BAER

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.**

- When someone disagrees with me, consider whether they are simply disagreeing or being rude before writing them off as a “troll.” Sometimes there is value in understanding why people are disagreeing with me.
- When dealing with a rude person, the ruder they are, the nicer I should be. This helps to diffuse the situation.
- When dealing with a hater online, a good rule of thumb is to only reply twice.
- Answer all negative comments on my social media pages – it will help build my fan base in the long run.
- Before unfriending someone on Facebook who has a belief that I don’t agree with, consider their other values. Unfriending someone based on one belief reduces their value as a whole person.
- It’s always better to respond to a customer complaint than not. When faced with a complaint, remember, no response basically means, I don’t care.
- If my business is receiving complaints, take an inventory of the nature of the complaints. It could be enlightening to understand what they are complaining about, which will allow me to better serve them moving forward.
- Embrace long-term thinking when it comes to customer service. Thinking about the big picture will help me build a more loyal fan base.
- Remember that every competitor has the potential to be an eventual colleague, and it’s just a matter of time before we all work together. Let this mindset guide my daily interactions.
- Think about how I can go the extra mile in my business to make customers feel special. Try something new until I find something that resonates and sets me apart.