Sell Like a Lion and Lead the Pride

10 Point Checklist

Marcus Sheridan

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.
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.

☐ Remember what it is like to be a customer by keeping in mind what their needs, worries, issues, and fears are.

☐ Educate potential customers before I have a serious sales conversation with them by letting my content be my sales tool.

☐ Focus on creating answers for buyer-based questions such as cost factors, drawbacks, options, reviews, and how to find the best of whatever they are looking for.

☐ Build trust by answering questions about pricing. It doesn’t have to be the exact prices of what I’m selling, but I should be able to provide options and a clear explanation of what they’ll get to eliminate customer frustration.

☐ Create a learning center on my website that addresses all potential customer questions with an article and an embedded video that is also on YouTube.

☐ Create a section on each product page that says “if you are considering this product, you may have the following questions” and link to the answers on my learning center.

☐ Write down the top 7 reasons, issues and fears that would prevent someone from buying from me. Then make sure that they are all addressed on my website.

☐ Write down every claim that I make about my company. Then make sure that I visually show how or why these claims I make are true.

☐ Have a “Problems We Solve” section on my website that specifically list problems a customer would have, and then turn each one into a page that shows how I solve these problems.

☐ Have a “Not a good fit for you if” page on my website that gives very honest answers to help find the appropriate customers that I can actually help.