100 Episodes of Marketing Wisdom from the Best in the Business

10 Point Checklist

Stephan Spencer

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
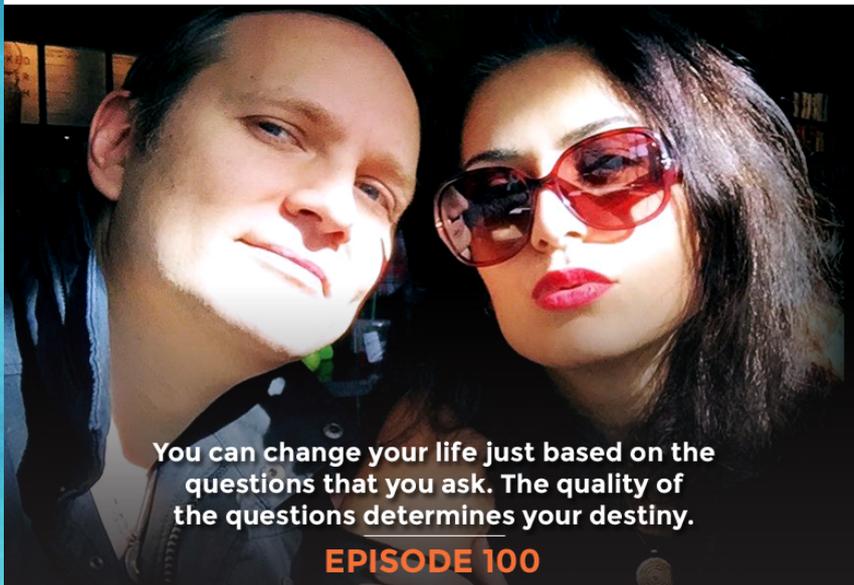
You can change your life just based on the questions that you ask. The quality of the questions determines your destiny.

EPISODE 100

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.**

☐ Improve my network by investing in events and conferences. Spend time reaching out and getting to know the speakers and audience while I'm there.

☐ Divide the content I am offering into two categories: Free and Paid. To protect my intellectual property from copyright infringement, create strategies and systems through opt-ins and paid memberships.

☐ Bundle my services in different packages with different price points to make them accessible to both the small business owner and the larger companies.

☐ Continue to improve my skills and knowledge by following experts in the field of marketing. A good place to start would be www.stephanspencer.com/resources

☐ Stay away from black hat SEO. Focus on building high quality links and providing high value content to my readers to earn trust and rankings.

☐ Understand that SEO is a constantly updating industry - it will exist as long as Google is around and people are searching for answers.

☐ Find out what my strengths are by taking personality diagnostic tests such as StrengthsFinder 2.0, The Fascinate Test and DISC.

☐ Stay on top of my health and prioritize my well-being above anything else. I can't be 100% committed to work if I am tired, sick or sleep-deprived.

☐ Focus on the important things. Follow Warren Buffett's advice: List 25 very important projects where I'm not allowed to do the other twenty unless I finish doing the first five on my list.

☐ Hire and hand-pick an amazing team that can help me achieve my goals. Understand that my efforts alone aren't enough to get me where I want to be.