

# Fresh Ideas to Kick Your Revenue Up a Notch

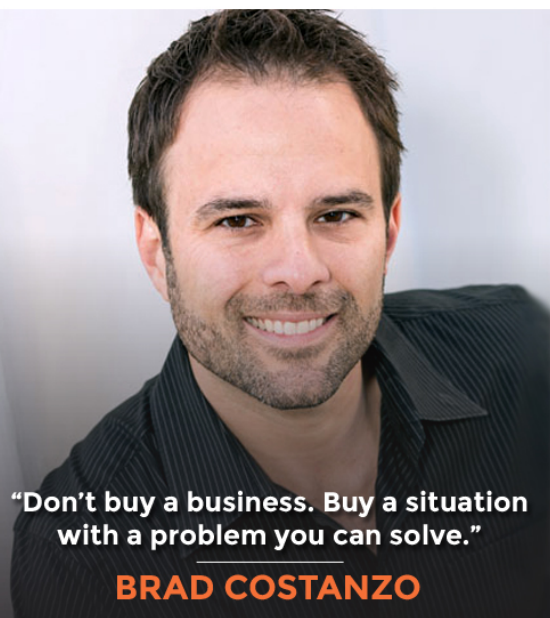
## 10 Point Checklist

### Brad Costanzo

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**



**“Don’t buy a business. Buy a situation  
with a problem you can solve.”**

**BRAD COSTANZO**

# 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.**

- Practice makes perfect. Regularly rehearse my speech and script before speaking in front of crowds and avoid last minute cramming.
- Research and take time to know my topics inside out. Be widely knowledgeable and factual on stage.
- Be conversational. Practice and rehearse with others to help my speech flow.
- Don't sound too scripted. Talk naturally so that people will listen to me.
- Create an outline instead of writing my script word for word. I can breeze through my speech when I don't have to memorize exact words.
- Stay relevant and avoid speaking off topic. Keep a strong point and stick to my message.
- Share personal stories. I will create a stronger connection with my listeners if I can relate to them on a personal level.
- Don't be afraid to be vulnerable but make sure that my stories are related to my core message. Personal anecdotes of struggle are encouraged but don't let them overtake my message.
- Encourage my audience to ask me questions after my speaking gig. This will help me learn more about what they want to hear.
- Stay updated on current events and what's happening around me. Aside from using my own stories as examples, I can talk about other topics of inspiration as well.