Be a Disruptasauraus – Be Heard and Stand out

10 Point Checklist

Mike Koenigs

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

"Right now the winners are the disruptors who combine disruption with innovation."

MIKE KOENIGS

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.**

☐ In trying to get potential clients' attention, focus first on getting their attention for 2 seconds, then 20 seconds, 2 minutes and then hopefully 20 minutes. Start small and build from there.

☐ A text message is more likely to be read than an email. Check into texting services rather than email services to ramp up my marketing outreach efforts.

☐ Get ahead of the curve – research about how bots and AI will impact the future of marketing.

☐ To re-engage people on my list, try a simple approach, like sending a text or email asking them, "Are you still interested in _____?"

☐ YouTube Live, Facebook Live and SnapChat are great way to gain micro-commitments from followers by engaging them for a short time. Test out the different channels to see what resonates with my fans.

☐ In closing new clients, sending a personalized video is an excellent strategy. Brainstorm about how I can use personalization to grow my business.

☐ With each personal interaction, think of a way that I can not only build and create value, but also how I can build and grow business for myself or my company at the same time.

☐ Be conscious of how I spend my time and what value I'm getting out of it. How do I prioritize relationships with the ones I love over work? When I'm working, am I spending my time valuably?

☐ In my personal relationships, think about how I can add more value by being attentive and not being distracted by my phone or TV.

☐ Visit gomoneyphone.com to get Mike Koenig's new book, Money Phone, for free.