Having an Authentic Brand in a Distracted World

10 Point Checklist

Sally Hogshead

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
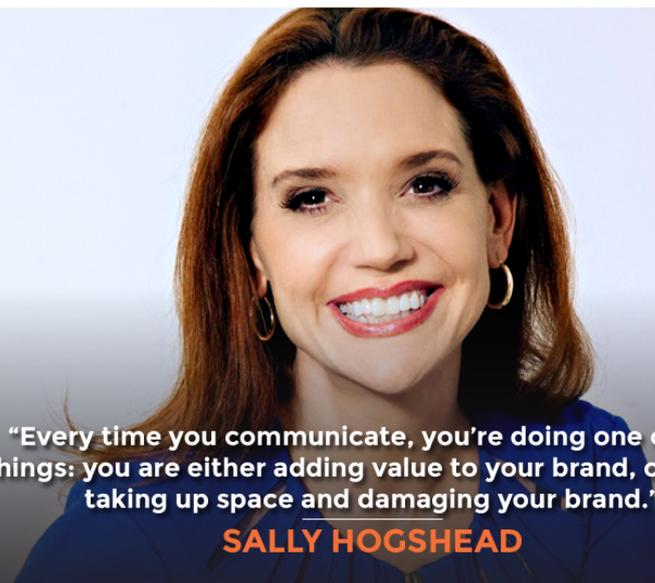
"Every time you communicate, you're doing one of two things: you are either adding value to your brand, or you're taking up space and damaging your brand."

SALLY HOGSHEAD

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.

☐ Be conscious of your brand in every interaction with your customers or audience. Each interaction that doesn't strengthen your brand weakens it.

☐ Figure out the areas in which you excel. Creativity? Details? Passion? Identifying your strengths will help you figure out where to focus your energy.

☐ Delegate work that falls within your weaker categories. If you're great at being creative but details exhaust you, delegate the details to someone who's strong with them.

☐ If you can't delegate, discipline yourself by blocking off one hour a day to work on the tasks that drain you. This keeps you from depleting your energy reserves.

☐ Delete tasks by taking them off the table if delegating or disciplining yourself don't work. Sally gives the example of having deleted expense reports and replacing them with a flat rate.

☐ Sit down and write out your wellspring and quicksand. This may involve some brainstorming, or they may be immediately obvious to you.

☐ Take the Fascination Advantage Assessment (code: GEEK). This will give you more insight into yourself through the lens of how the world sees you.

☐ Watch the video Sally provides about your archetype after taking the Fascination Advantage Assessment. The language here will help you learn how to present yourself to the world.

☐ Have your current (or prospective) employees take the Fascination Advantage Assessment to help you understand how to manage them -- or whether to hire them.

☐ Are you a writer who speaks or a speaker who writes? Develop strategies to suit your style (writing blog posts based on recorded speaking, or writing out things you'll need to say).