

Leverage Your Social Network Like Never Before

10 Point Checklist

David Burkus

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**

**“Make a regular habit of checking in with people
you know to keep the spark alive.”**

DAVID BURKUS

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.

- Categorize the people I know into three types: close ties, weak ties and dormant ties. Know how to specifically deal with each group.
- Make it a regular habit to check in with my ties, even the weak and dormant ones. Message them every couple of months to keep the relationship alive.
- Gradually integrate myself into a new network. Don't just introduce and propose a business deal right away but gain their trust and friendship first.
- Be more personal and authentic when reaching out or checking in with others. Write a heartfelt email or send gifts on special occasions.
- Socialize offline. Emails and regular contact on social media is good but it's better to spend time face-to-face to create a strong bond.
- Be mindful of my social media etiquette on different platforms. My Twitter activity should be different from my LinkedIn posts.
- Utilize tools such as [ConvertKit](#) and [Bonjoro](#) to help me organize my appointments and meetups.
- Ask people the question "who do you know in (my industry)?" This can be a good way to learn about influencers and authorities in my field.
- Check out David's free audio course for Marketing Speak listeners called [How To Give and Get The Introductions That Will Transform Your Life and Your Career](#).
- Grab a copy of David Burkus' book, [Friend of a Friend: Understanding the Hidden Networks That Can Transform Your Life and Your Career](#).