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.
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.