

# Fix Your Small Business Marketing With a Bit of Duct Tape

## 10 Point Checklist

**John Jantsch**

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**



**“The first step in marketing is understanding your ideal client and determining how you can solve their problem.”**

**JOHN JANTSCH**

# 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.**

- Take note of the 7 stages of an ideal customer - know, like, trust, try, buy, repeat, refer. This should be my customer journey.
- Identify my ideal client and how I can solve their problem. Make this the first step in building my business.
- Start selling things as a whole instead of offering a piece of the puzzle. Provide a system that customers understand and can utilize in their own business.
- Strategize before implementing. Collect important facts and data before starting my marketing campaigns.
- Provide high-value content and prioritize my connection with my audience. Don't blog just for the sake of getting clicks.
- Be creative and use a variety of media such as infographics, videos, and memes that will create more engagement with my audience.
- Implement a link building strategy by creating shareable content, reaching out to other websites and SEO.
- Make sure my business is referable before creating a referral program. Always provide excellent service that my customers naturally talk about.
- Continuously share and promote my work to stay relevant and to keep my audience updated regularly.
- Grab a copy of John's books: Duct Tape Marketing, Duct Tape Selling, The Commitment Engine, and The Referral Engine.