

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.