

# How To Develop A Consistent Flow Of Clients


## 10 Point Checklist

**Dov Gordon**

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**



**“People buy the products and services  
that are best marketed and sold to them.”**

**DOV GORDON**

# 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.**

- Identify my clients' core problem and provide the best solution. Evaluate my expertise and specify how it can help others.
- Create a simple, compelling, and head-turning message that's quick to read and easy to understand. My prospects should know exactly what's in store for them within seconds.
- Find ways to keep my prospects' interest. Use attention-grabbing strategies to pique their curiosity in my business.
- Build trust with my potential clients by making them aware of my credentials. Make them feel that I care about helping them solve their problems.
- Provide the best solutions that are right for my prospects. Present them with very direct problem solving strategies to make them say "this is exactly what I need."
- Continue to improve my skills and knowledge to be of better service to my clients so that my relationship with them develops throughout their business growth.
- Develop a sense of predictability where I am able to foresee what happens next in my business. Have a keen eye on the bigger picture so that I can strategize better.
- Aim to be remarkable in everything that I do. The only way I can set myself apart from the competition is by bringing something different to the table.
- Provide a hand-raising free offer to keep my potential buyers' feet in the door. Let this free offer introduce them to my expertise.
- Live up to my promises and make sure that I give the best customer service to my clients even after the sale. Build a long and trusting relationship between both parties.