

Simplify and Productize to Achieve Scale


10 Point Checklist

Greg Hickman

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**



"Your business is supposed to serve you, not the other way around."

GREG HICKMAN

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.

- Don't overcomplicate things. Simplify my process and focus on my core product or service.
- Stop saying yes to everything. Concentrate on things that are repeatable and duplicatable.
- Define the type of business model that will work for me. Having clarity on this will allow me to create a culture and a team that shares the same goals and visions.
- Don't follow the market hype but follow my passion. Invest my time and effort into where I truly find my purpose.
- Strive to be consistent with the product I deliver and constantly look for ways to develop a system around it so I can scale it efficiently.
- Be flexible. If something isn't working, have the audacity to drop it and shift to what's driving the result and value.
- Have an honest and clear communication with my client. Allow them to be specific with what they want while also educating them what's working and what isn't.
- Utilize powerful marketing optimization tools but don't forget that the best tool is still picking up that phone and having a conversation.
- Set daily intentions by writing down my goals. Download [Todoist](#) to help me manage my daily, weekly and future tasks effectively.
- Make sure to check out Greg's training at System.ly/webinar to learn more how I can productize and systematize my business today.