

Future-Proof Your Business

10 Point Checklist

Jeremy Goldman

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**



"Don't try to be famous, try to be accurate."

JEREMY GOLDMAN

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.

- Build my message first before focusing too much on the technology or platform.
- Understand the difference between augmented reality and virtual reality. Virtual reality will make you feel as if you're in a different world while augmented reality is a way of enhancing your experience.
- Don't get too caught up with the complexities of these technologies but ascertain how it can be used and benefit the user.
- Acknowledge that I'm not going to get most of it right when placing bets on these services and platforms. Get better by working on my batting average and figuring out where I am getting wrong and how I can solve it.
- Steer clear from black swan events and concentrate on things that are very predictable.
- Don't try to be famous, try to be accurate. This is one of the ways on how to become a better forecaster and predictor of the future.
- Recognize the danger of my biases. Challenge it with viewpoints from other people who also have the knowledge and are really good at predicting.
- Be open to other people's perspectives. Exchange ideas and utilize this to progress my learnings.
- Research on cognitive bias and understand how this affects our decision making. It's essentially any type of mistake in remembering and evaluating information because we're holding onto preferences or beliefs.
- Grab a copy of Jeremy's books called [Going Social](#) and [Getting to Like](#) and gain valuable insights into expanding my brand and opportunities and achieving success.