

Cracking The Code On Lead Generation


10 Point Checklist

Tom Poland

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**



"With marketing, if everyone else
is doing it, do the opposite."

TOM POLAND

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.

- Understand how Leadsology works and apply my learning by creating a marketing system that can be rinsed and repeated.
- Stop with random acts of marketing and engage in a standard marketing method where I feel passionate about and sincerely want to do.
- Start speaking to small groups of people. Tom says that it's the oldest most successful marketing method in the world.
- Constantly evaluate my marketing content to ensure that what I provide is authentic and fresh for my clients.
- Create an environment where I'll have the opportunity to establish rapport, respect, relatability and reciprocity. Potential clients must understand if what I offer is fit for their needs before anything else.
- Build my online meeting with these four key ingredients: elimination, qualification, education and motivation.
- Visit BookAChatWithTom.com and learn how Tom effectively promotes his product and service.
- Grab a copy of Tom's book Marketing the Invisible and gain sharper insight on how to have a predictable weekly flow of high-quality new clients.
- Don't miss Tom's lead generation demonstration and go to LeadGenDemo.com. Make sure to register on his one-on-one meetings.
- Automate my referral process with Tom's proven referral systems through Killer Referrals Machine.