

The Due Diligence Checklist

10 Point Checklist

Tom Shieh

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**



"Some business ideas are successful, some are not;
either way, you learn a tremendous amount."

TOM SHIEH

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.

- Create a detailed checklist on building a portfolio of revenue-generating websites. Make sure to include vital factors such as financing options, manageability, scalability, performance metrics, valuation, negotiation, and due diligence.
- Develop a work culture that exemplifies team dynamics. Focus more on the time, energy, and effort my employees provide towards a common goal.
- In acquiring businesses, look for companies that have these three main attributes - manageability, sustainability, and scalability. Have a checklist of things I need to review.
- Build a website for my business and implement basic marketing so I can manage, sustain, and scale my company.
- Diversify my income stream by investing in other areas. Always remember the adage, "don't put all your eggs in one basket."
- Get involved in different mastermind groups to get the word out on some listing. News travels fast, and sometimes they circulate around these groups before they are officially listed with some brokerages.
- Provide value on both the seller and the buyer's sides during acquisition. Make sure that the seller's needs are also met in terms of what they're looking for and that both parties benefit.
- Be a part of an ecosystem of synergistic businesses that do social good. Having progress and growth is the key to feel a sense of achievement and fulfillment.
- Recognize that a man's self-worth does not equate to his net worth. It is great to offer my gifts and abilities to make an impact.
- Visit www.Crimcheck.net for background checks on potential business partners and people I'm looking to hire.