

The Nuts and Bolts of Persuasion

10 Point Checklist

Bryan Eisenberg

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**



**"A business should be customer-centric. Everything
must be done with the customers in mind."**

BRYAN EISENBERG

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.

- Capitalize on digital transformation. The world is heading towards AI. I should update myself on what technology can do for my business.
- Do everything with the customer's best interest in mind. Without consumers, my business will not thrive.
- Keep my operating systems up to date. I should be able to secure my business' longevity through market demand.
- Leverage data to serve customers better. Rely on analytics, market tests and surveys to get to know my consumers better.
- Document all of my systems so that when something goes wrong, it can be easily fixed.
- Create detailed and specific customer personas so that I can cater all of my marketing strategies to a perfectly clear demographic.
- Establish an element of storytelling on my campaigns. Be relatable to my audience by showing them I understand what they're going through and I'm here to help them.
- Provide the utmost convenience to my customers in every aspect of my business - from the website UX down to personal customer service.
- Hire a business consultant who can help me oversee important business decisions so that I can scale faster.
- Grab a copy of Bryan Eisenberg's book, [Be Like Amazon: Even a Lemonade Stand Can Do It](#) for highly valuable business advice.