

# The Secret Sauce to Viral Ads

## 10 Point Checklist

Daniel Harmon

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**



**“Content is king. Distribution is queen  
and the queen wears the pants.”**

**DANIEL HARMON**

# 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.

- Believe in the product that I am selling. I should be my own customer in order to sell something.
- Create a campaign that's not only viral but also sustainable. My ad's message should be compelling enough that it's timeless.
- Make my ads relatable so that viewers share them on social media. This organic type of marketing is a great way to increase awareness and visibility.
- Keep strategizing for my brand. Continuity and relevance are key to long term success.
- Be willing to allocate marketing funds to advertising. It may be costly, but it's an investment that pays off in revenue.
- Focus on high-quality, well-curated content that is humorous, smart, and relatable. Hire an ad agency or production company to help me create different types of media for my brand.
- Test my ads on a smaller scale to see what works. Don't put all my eggs in one basket and try different strategies instead. Figure out where my product or brand does best.
- Repurpose video campaigns by creating full-length, in-depth, and holistic content that I can turn into shorter stand-alone snippets.
- Check out [Harmon Brothers University](#) for courses on creating videos and writing ads that sell.
- Grab a copy of the book [From Poop to Gold by Chris Jones](#) to discover more about the marketing magic produced by the Harmon Brothers.