

Monetize Your Expertise, at Scale


10 Point Checklist

Jonathan Cronstedt

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**



"In successful marketing, it's not
the method but the marketer."

JONATHAN CRONSTEDT

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.

- Take a look into digital education or information marketing if my expertise can be taught to others. This is a great way to leverage my niche and authority.
- Aim for a business or career that grants time and location freedom. With the help of the internet, many companies can be converted into the digital space.
- Be more immersive in presenting my niche or business. Customers nowadays are looking for better interaction with the products or services they buy.
- Take advantage of the vast online marketing resources that can help improve my business. Research tools that can help me do everything from building my website to analyzing my metrics.
- Provide certification for my educational materials. Reach out to verified educational or business establishments who can vouch for me so that I get more edge in my marketing.
- Join masterminds and continue to update my knowledge. Be on the lookout for events and conferences that can provide the latest buzz in my industry. These events can also be an excellent avenue for networking.
- Expose myself to different kinds of business models to determine what type of value I can best deliver to the marketplace.
- Establish a stellar welcome package for when a client buys or subscribes. Do some in-depth research on how I can convey the best message when it comes to thanking them for their business.
- Apply the 80/20 rule. Apply the 20% that will give you 80% of results, rather than the 80% that will only give you 20% of the results.
- Check out [Kajabi.com](https://www.kajabi.com) for more information on all the tools I need for running an online business.