

200th Episode! A Culmination of Marketing Knowledge Bombs

10 Point Checklist

Orion Talmay

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**



"Take marketing as an experimental science. Keep testing things and see what works and what doesn't."

STEPHAN SPENCER

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.

- It takes about a decade to achieve overnight success. Start with having a goal or desire that is followed by passion, perseverance, and grit.
- Dip into networking and let this improve the quality of my peer group. Check out Jonathan Levi's episode on memory where he talks about how not to forget the names of people I just met.
- Join masterminds so that I can hone my skills and improve my knowledge while I find communities that I have shared skills and interests with.
- Practice the art of intention in marketing. I shouldn't just promote or sell to earn a profit but to truly help others and improve their lives.
- Always tie sales in my marketing strategy. Sales and marketing are both different departments, but for both to be successful, they should work hand in hand.
- Invest in a CRM tool such as Infusionsoft to automate my communications and outreach to my leads and customers.
- Train to become a good speaker. Whether it's speaking on stage, or talking in-person, gaining conversational and charisma skills is a plus in marketing.
- Automate my business processes with the help of tools and bots. Doing this will let my campaigns run smoothly without constant monitoring.
- Evaluate and analyze my marketing campaigns regularly so that I'm aware of how they are performing.
- Listen to marketing podcasts to improve my marketing knowledge and check out Stephan's recommended Marketing Speak episodes from this session.