

# Building Habits that Last


## 10 Point Checklist

BJ Fogg

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**



**“Help people see the vision of how you can use things in good ways. Bad things will happen, but if you can inspire others to do good things, that's the game-changer.”**

**BJ FOGG**

# 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 the initiative to use my influence and make improvements in the community. Societies are shaped by great leaders who look after the future's wellbeing.
- Utilize social media for good. Instead of spending countless hours getting sucked into a Facebook or Instagram oblivion, I can promote awareness, share stories, and engage with people who are part of my tribe.
- Help others realize that they have the power to change their lives for the better because of the many resources and new capabilities available today.
- Come up with methods or processes based on science and data on how I can change my behavior, especially my bad habits.
- Program my brain to always look on the brighter side of life by being grateful as much as possible even when there are challenges in my way.
- Let being of service become my life's purpose. Giving people the opportunity to do what they want to do is one of the most fulfilling experiences in a person's existence.
- Grant people the opportunity to feel successful and fulfilled in their own terms. This is how I can create a long-lasting engagement with my tribe.
- Stay open to the possibilities or scientific methods that society can't yet measure or fathom. Keeping an open mind will lead me to further discoveries and a deeper understanding of humanity.
- Celebrate my little wins in life. Let these positive emotions encourage me to continue doing what I'm doing.
- Check out BJ Fogg's program, [Tiny Habits](#), and learn how to change my behavior long-term.