

# Marketers, Unlock Your Creative Genius

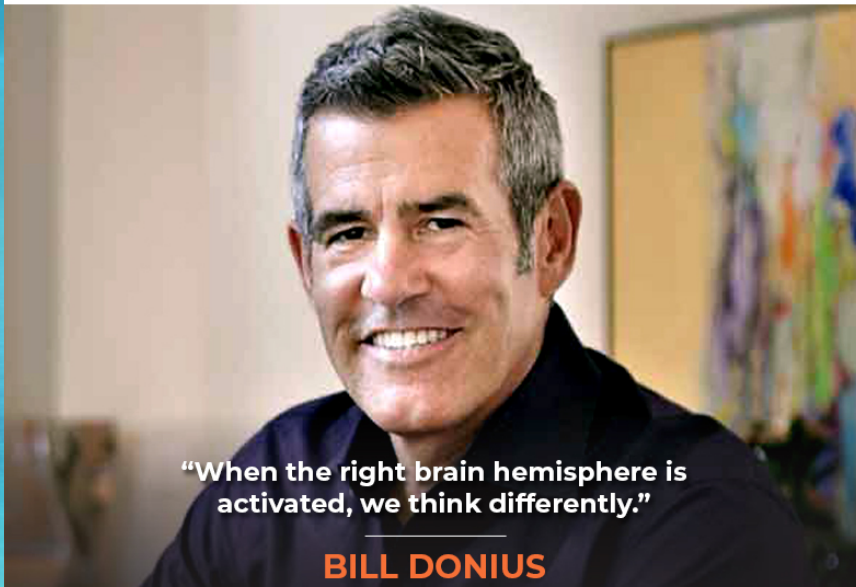
## 10 Point Checklist

Bill Donius

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**



**“When the right brain hemisphere is activated, we think differently.”**

**BILL DONIUS**

# 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.

- Clear my thoughts for a more effective ideation process. Set a time in the day and find a quiet place. Breathe intentionally and try writing my thoughts with my non-dominant hand.
- Practice writing a to-do list every day and evaluate my tasks from highest to lowest priority. Instead of focusing on the tasks, think of ways to optimize my time and productivity.
- Do some visualization to exercise my right brain capabilities. Daydreaming is an illuminating activity that can help give me clarity on which path I would like to take in life.
- Reflect and meditate regularly. Doing this will improve my flow and right-brain capabilities. The more clarity I have in my life, the more creative and open to greater possibilities I can be.
- Take a pause from time to time. Vacations are great for decompressing but what's even better are spiritual or self-development retreats that can help me find my center and keep my life on track.
- Try sketchnoting. According to Bill, sketchnoting is a form of visual writing, sort of like doodling, that expresses ideas and concepts in a more meaningful and fun way than journaling.
- Keep a dream journal and find out the meaning of my dreams. The subconscious mind sometimes holds important answers and whatever is happening in dreamland can greatly influence my reality.
- Take good care of my brain by maintaining a healthy lifestyle. Eat brain-boosting foods, maintain an active lifestyle, and take sleep seriously.
- Never stop learning. My brain is at its best when it is active. Read books, listen to podcasts, attend masterminds, meet up with interesting people.
- Grab a copy of Bill Donius' book, [Thought Revolution: How to Unlock Your Inner Genius](#).