

# Get a PhD in Marketing in an Hour


## 10 Point Checklist

Dr. Flint McGlaughlin

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**



**"There are no expert marketers; there are only  
experienced marketers and experts at testing."**

**DR. FLINT MCGLAUGHLIN**

# 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.

- Always test my marketing campaigns to keep learning about who my target consumer is. According to Flint, we as marketers should get past the blind spots of our bias and into the mind of the prospective customer.
- Stay authentic with my customers. Let them realize that my intentions are clear and that they are the number one priority.
- Get the right bait. In other words, I should factor in the timing, the hook, the environment, etc. to come up with the right feel or aura to get my prospects' attention.
- Establish congruence and continuity on all my branding materials from website to communication style. Congruence is making sure that all the parts of my business are cohesive. Continuity makes sure that each step people take are towards the big picture.
- Develop a customer-centric way of thinking rather than personal or company-centric. I should always refresh and see my business in the eyes of my prospects.
- Make sure that my customers have a clear perception of the value I am offering them.
- Once my customers understand my offer, I should make them believe that I can help them achieve their goal. Most importantly, I should be able to deliver in the best and most convenient manner.
- Create an innovative and interactive About page to help my prospects know me better by utilizing the art of storytelling.
- Don't end the customer nurturing phase when they buy my offer. Instead, it should be the start of a long-lasting client-business relationship.
- Grab a copy of Flint McGlaughlin's book, [The Marketer as Philosopher: 40 Brief Reflections on the Power of Your Value Proposition](#).