

The Real Money is in Customer Value Optimization

10 Point Checklist

Ryan Deiss

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**



"A successful marketing strategy is not about having the best product or being the best marketer. It's about engineering and structuring the economics of your business so that you can spend more on your customers."

RYAN DEISS

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.

- ☐ Determine what the blind spots are in my business so that I can plan a path to overcome my biggest obstacles.
- ☐ Prioritize the highest value tasks first and delegate less important tasks. This will ensure I'm making progress in growing my business rather than getting lost in the weeds.
- ☐ Use a proven framework to guide decision making within my business. Check out Stephan and Ryan's recommendations under important links on this episode's show notes.
- ☐ Document my internal business processes so that I can easily train new hires and optimize my systems.
- ☐ Never stop learning. Acquire new knowledge through my peers, books, podcasts, courses, and mentors.
- ☐ Map out a stellar and foolproof customer journey. My business' most vital asset is its customers.
- ☐ Make my marketing more human. Understand how human behavior works on a deeper level so that I can be of better service to my customers.
- ☐ Learn more about Customer Value Optimization. This is Ryan Deiss' methodology for a highly effective digital marketing strategy.
- ☐ Register for [Traffic and Conversion Summit's](#) upcoming events in 2020.
- ☐ Check out [Ryan Deiss' War Room Mastermind](#), an organization that gives business people a chance to work with some of the most brilliant and successful minds on the planet.