

# Hard Lessons from Growing a Startup

## 10 Point Checklist

Rand Fishkin

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**



**"In every business venture, know what you marry before you  
come aboard. If that's not a match, go somewhere else."**

**RAND FISHKIN**

# 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.

- Focus on building my advocacy and adding value to my clients, so that my business may grow.
- Remain honest with everyone I work with. Transparency between parties leads to stable and trustworthy professional relationships.
- Hire people who resonate well with my company's values. Build rapport and encourage everyone to stay on the same page when it comes to reaching the business' goals.
- Be aware of what's happening in my company. Fact check the reports given so that I know what's the truth.
- Make it my goal that my business remains sustainable. The real value of success is not how big I can grow my company, but how long I can make it last.
- Invest in myself too. The business cannot run properly without me. Therefore I should start taking care of health, improve my wellbeing, and upgrade my skills as much as I can.
- Manage my time wisely. Delegate tasks that I feel are taking too much of my time that could be better spent ideating and brainstorming.
- Don't pay too much attention to trends. They are mainly fads that come and go, one after the other until they aren't relevant anymore. Stick to what works.
- Choose the right metrics I need to keep an eye on to monitor how my website is performing. Optimizing for the wrong type of metric is a waste of cost and resources.
- Grab a copy of Rand's book, [Lost and Founder](#) and the book that he co-authored with Stephan, [The Art of SEO](#).