

Build a Brand that'll Stand the Test of Time

10 Point Checklist

Bernt Ullmann

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**



“Successful people have one thing in common, and that is having a tremendous drive. They don't sit around a lot on the beach. They do the work and make things happen.”

BERNT ULLMANN

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.

- Ignite my drive to succeed. The notion of millionaires lounging at the beach drinking pina coladas is not necessarily true. Successful people create a vision, work their way to it, and stick to their goals.
- Leverage the authority and celebrity in my industry. Using a power user to boost my brand is an effective way to get my company's name out there.
- Stay constant with my message so more people can grasp and understand what I'm offering them.
- Work on becoming a trusted business. Build my social capital and brand by delivering nothing but the best value in terms of quality and customer service.
- I don't have to do all the work. Seek PR agencies who can help me improve my celebrity connections to help promote my brand.
- Develop the ability to predict trends before they happen. Anticipating change can help tremendously in a business's success.
- Choose an advocacy I'd like to focus on. Make sure that its vision relates to my personal beliefs.
- Don't just sell a product, sell an experience. Thoroughly think through the customer's journey and how I can be of service to them every step of the way.
- Consider licensing my brand to ensure my company's protection against the other competitors.
- Grab a copy of Bernt Ullmann's book, [The Billion Dollar Branding Blueprint: 7 Steps to Building A Brand and Creating Wealth Through Brand Equity](#).