

# Hard-hitting Internet Marketing Advice

## 10 Point Checklist

Rich Schefren

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**



**"The rules of the game in business can be anything. One of the most important rules is how we define success."**

**RICH SCHEFREN**

# 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.

- Maintain a good reputation in the business world by continually delivering value to everyone, prospects, and customers alike.
- Remain honest and transparent with my customers. Building a trustworthy relationship takes time, and ruining it only takes seconds.
- Manage my time wisely. Everyone is given the same 24 hours in a day and how I spend every day can determine what I achieve.
- Avoid distractions, especially during deep work. Find an optimal time within the day where I can focus 100% on work for a couple of hours with zero distractions.
- My company shouldn't be the best-kept secret. Prioritize my business' marketing strategies so I can reach the many people who require my services.
- My customers are my greatest asset. Maintain outstanding customer service by creating a team that can cater to people's needs. Builds a rapport with them based on my company's mission.
- Read books that will help me gain more knowledge and understanding of my craft. Continue to learn new things so I can stay updated with the current trends.
- Automate my business as much as I can, but don't ever remove the human touch. There are business processes a machine can do, but some are better when there's an actual human involved.
- Treat the company's data as sacred information. The analytics can help me come up with decisions on how to improve the company's growth.
- Check out Rich Schefren's website, [Strategic Profits](#), for more content on how to grow a thriving and sustainable business.