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.
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.

☐ Broaden my knowledge and think outside the box. Don't confine my ideas within the status quo. There is always room for improvement.

☐ Collaborate with like-minded individuals. As the African proverb goes, "if you want to walk fast, walk alone. If you want to walk far, walk together."

☐ Continue to look for ways of evolving knowledge and systems by staying up-to-date with current trends. One of these days, the process I'm currently used to will become obsolete.

☐ Develop a futurist mindset, especially in this digital era, where everything is fast-paced. Look for major tech and business shifts so I am prepared when change arrives.

☐ Implement future-proof systems in my business. Be familiar with blockchain, smart contracts, crypto, and determine how they will impact the way I do work so I don't get left behind.

☐ Share my knowledge with others so everyone can collectively grow, succeed, and expand their wisdom.

☐ Find a marketer who can articulate my business in the best way possible to my targeted audience. For entrepreneurs, it's challenging to convey a clear message for prospects to fully grasp.

☐ Don't ignore SEO, especially if my website heavily relies on Google for traffic, leads, and sales. One site audit can lead to a massive change in my search engine ranking and online reputation.

☐ Find a trusted SEO expert who can thoroughly lead my company to the top pages of search engine results.

☐ Check out Daniel Liebskind's Everipedia for more information about his advocacy and what the "information" of the future is all about.