

# Building an Audience Through Ingenuity and

## 10 Point Checklist

**Melissa Monte**

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**



**"No matter how savvy your marketing skills are if you don't  
focus on quality, you're going to have a leaky bucket."**

**MELISSA MONTE**

# 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.**

- Shift my mindset to a mindset of success and abundance. If I believe I have a gift to share with the world, I must do everything I can to honor it.
- Improve my skills and knowledge of my craft. Take classes for further knowledge, certifications and authority in my niche.
- Be intentional with my personal and professional relationships. The ultimate goal is to keep building and nurturing connections, eventually building a solid tribe.
- Be bold in going after my dreams. It's normal to have fears and hesitations, but it only takes a single step or a few seconds to change my life for the better.
- Strategize every step of the way. Create a business plan that will give me a clear overview of the steps I need to accomplish my goals.
- Launch my business or product with a bang. Make it a special occasion and invite my friends, family, and community to let them experience something memorable.
- Be comfortable with the uncomfortable. Building a business has a lot of ups and downs. Enjoy the ride and learn along the way.
- Treat my audience's feedback like gold. They are my best assets, and their opinions can make or break my business.
- Optimize my digital presence and implement a digital marketing strategy. Reach out to my audience more efficiently with the help of targeting and analytics.
- Tune in to the [Mind Love Podcast](#) to hear more about Melissa and her message.