

Marketing through Adversity

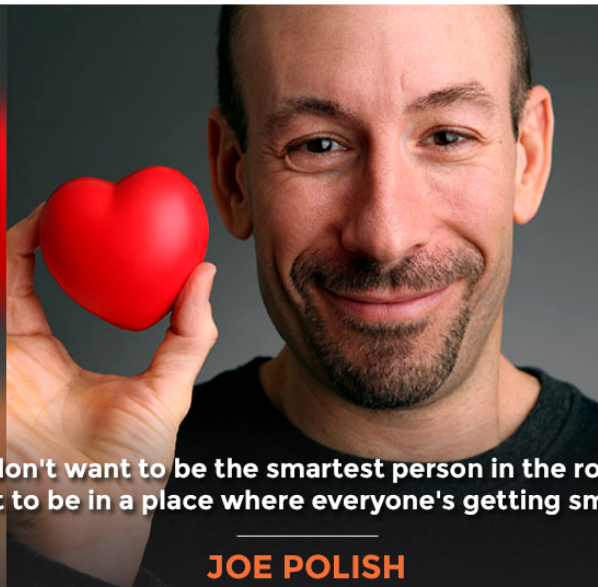
10 Point Checklist

Joe Polish

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**



**"I don't want to be the smartest person in the room.
I want to be in a place where everyone's getting smarter."**

JOE POLISH

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.

- Remain open to modernizing my ways by staying knowledgeable and up-to-date with current trends in society, business, and technology.
- Take more initiative in personal development. Don't hesitate to share my ideas with others, especially if it can make my current situation better.
- Take things day by day, but also be prepared to some extent. It's essential to stay present, but what's better is finding the balance between living in the moment and being ready for a rainy day.
- Respond, don't react. There's a vast difference between the two. A reaction is typically quick, aggressive, and done without a lot of thought while a response is more thought out, calm, and non-threatening.
- Don't be ashamed to seek help and connection. I am never alone, and it's more than okay to borrow strength from others.
- Be resilient. Accept challenges and failures are a part of life, and I become better when I let myself thrive through adversity.
- Lighten up. Feelings are not facts, and most of the time, humor is the best medicine. Don't forget to incorporate some comedy into my day, even if things seem dark.
- In every new opportunity, don't forget to implement the DOS conversations. It stands for Dangers, Opportunities, and Strengths.
- In every business venture I attempt, evaluate if it's an ELF (Easy, Lucrative, and Fun). If these three are checked, it means I love what I do.
- Check out [Joe Polish's website](#) to access his resources such as his books, E-Leap tools, Genius Network, his podcast, and more!