

Clever Marketing for Difficult Times

10 Point Checklist

Scott Oldford

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 US economy has recently gone through significant growth and is now heading towards a massive drop. You can view that in a doomsday way, but some of the greatest companies happen when there's a big downturn."

SCOTT OLDFORD

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.

- When creating a marketing plan, aim for long-term and timeless strategies. Businesses may not last forever, but the best tactics remain no matter how much an entrepreneur decides to pivot.
- Create products and offers that can meet my customers' mindset, not just something convenient for me to provide.
- Create updated PDF guides that will serve as a reliable source of information for my audience. What's great about these is that, unlike books, it's easier to update information.
- Develop a profound understanding of how people's minds work. When I know what others' culture, aspirations, and pain points are, I can think of ways to be of better service to them.
- Don't be afraid to pivot and reinvent. Running a business is a tough job. If something doesn't feel right or is driving me to burnout, it's never too late to update my ways or change my path.
- Keep on creating content that my audience will love. When I'm consistent with producing share-worthy materials, I can establish myself as an excellent resource for a niche I love.
- Learn to adapt. The saying "survival of the fittest" doesn't apply to business and marketing. It should be "survival of those who are most adaptable to change."
- Keep updating my skills and improving my mental health. Being a busy entrepreneur may produce difficult challenges. I must remain equipped with my knowledge and maintain a grounded mindset.
- Meditate and find time for myself. More often, the answers to my most essential questions lie within me when I'm sitting alone in silence.
- Check out Scott Oldford's [website](#) to learn more about his work and grab a copy of his [recessionPROOF guide](#).