

The Future of Marketing is Virtual

10 Point Checklist

Alex Mandossian

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**



**“Marketers need to understand the importance
of giving first before receiving. It’s a marketing
concept we should all live by.”**

ALEX MANDOSSIAN

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.

- Take note of the FIT Formula. It's great for building connections with influencers and people with authority in an industry. This stands for Follow, Invite, and Tell. Alex Mandossian explains more in this interview.
- Build connections authentically, not just through generic email templates or cold calls. Be creative in getting to know the person I want to network with. The more personal for them, the better chances we can be friends.
- Never rely on guesses and data that's not backed by research. Find out what's important to the people I'm targeting. Find a way I can provide what they need in the most convenient way.
- Throw events to get similar-minded people together. This can be one of the best ways to start a tribe. While still in quarantine, events can be held virtually.
- Keep growing as a business. Aim for longevity and sustainability by establishing my core values and ensuring my future through updates and innovations.
- Make sure my business' foundations are sturdy. Like bamboo, the roots have to be deeply planted for it to propagate and soar high.
- Don't just build a team, build a culture. Hire people who believe in my vision. Keep everyone on the same page when it comes to the collective mission.
- Deliver more than what's asked. Keep my client's satisfaction high. At the end of the day, the business relies on my customers' happiness.
- Invest, don't spend. Be wise about financial matters. Every business decision must be for the progress of the company.
- Check out Alex Mandossian's [website](#) to learn more about how to make money online.