

Make a Lasting Impression

10 Point Checklist

Matt Barnett

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**



**"When the business is doing good, everyone is pumped.
When the business isn't doing so well, everyone pulls
together and helps out in different ways."**

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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.

- Deliver as much value as I can in every aspect of my business. My clients' happiness should be my number one priority. The business is good when the clients are satisfied.
- Aim to have predictable revenue to create continuity of the business. This can be done through monthly subscription plans or retainer fees.
- Have a contingency plan for worst-case scenarios. It's one thing to plan for the business' goals and aspirations and it's a whole other when planning for emergency situations. I need to be prepared for both.
- Address customers' challenges in a timely manner. Make them feel heard and that their feedback is valuable.
- Create funnels based on streamlined data. Regularly gather analytics to determine where my business stands. Let the data drive the ideal decisions for the company.
- Be more personal with my pitches or outreach. Don't just message people with a generic email template. Go the extra mile to make them feel special.
- Be flexible with the idea of open management. This is where the entire company is aware of the business' standing so that everyone is on the same page when it comes to raising the company's progress.
- Cultivate a positive company culture with the team. Set standard guidelines that can help make the team feel valued and taken care of.
- Avoid customer churn by making sure their onboarding process goes smoothly. Make sure all communication lines are open and guide them until they're comfortable navigating on their own.
- Check out [Bonjoro](#) for more information on how I can make my customers happy.