

Forge Your Own Marketing Path

10 Point Checklist

Jonathan Pantalís

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**



“Rather than learning, I’m evolving. I’m able to be around wonderful people. I’m freer than I ever get to be, and I’m helping others on that same path. If you feel good about that, abundance takes on a different meaning.”

JONATHAN PANTALÍS

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.

- Scale my business operations wisely. Be mindful of my financial investments, employee hires, operations, marketing strategies, etc.
- Maintain good mental health. Running a business involves a lot of physical, mental, and sometimes emotional stress. It's best to keep my mindset in check every now and then.
- Play the long game. Don't settle for short-term successes. Every business goal and decision must at least look further into the future of the company.
- Find my flow state and do whatever it takes to reach it when I need to finish something important. This may be achieved through meditation, exercise, brain training, or mentorship.
- Empower my soul as well. Getting energy and guidance from a higher power may serve as motivation to keep on going.
- Be mindful of what I consume - food, information, time with toxic people, and unimportant issues.
- Learn more about Facebook Ads to boost awareness about my business. Many businesses that use this strategy end up successful.
- Focus more on customer retention than cost acquisition. The first sale may feel like victory, but the true winnings lie in loyal customers.
- Be proactive about my marketing strategies. Always stay ahead of the game so I don't have to deal with unforeseen roadblocks.
- Check out Jonathan Pantalis' business, [Phi Kind Organics](#).