

The Future of Work

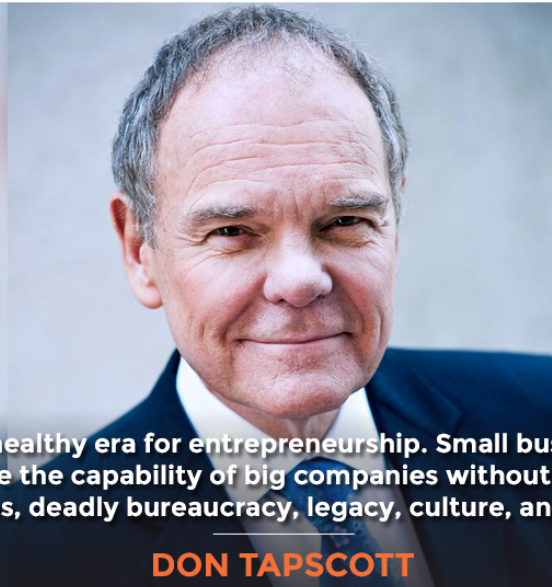
10 Point Checklist

Don Tapscott

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**



"It is a healthy era for entrepreneurship. Small businesses now have the capability of big companies without the main liabilities, deadly bureaucracy, legacy, culture, and so on."

DON TAPSCOTT

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.

- Establish a stellar IP that aims to help, improve, and provide solutions to mankind. This can be one of the most valuable assets of my business.
- Think freely and widely when it comes to looking for resources. With the help of the internet, the possibilities are truly endless.
- Remain aware of the current economic environment. Having a deep understanding of how it works can give me a better edge in making business decisions.
- Improve my knowledge and skills with the help of online courses. Don Tapscott recommends [Coursera](#). Other tools are [Thinkific](#), [Udacity](#), and [Udemy](#).
- Set myself apart from the competition. Aim to be a verified expert in my field and create something unique and memorable for my audience.
- Focus on providing fresh ideas. Make sure to update things that are outdated so that my business remains current and relevant.
- Think outside the box when it comes to my business operations. If a 9 to 5 office setting doesn't work for me, try outsourcing or hiring a remote team to achieve freedom in both time and location.
- Keep a lookout on the future of business. Be in the know of what's shaping the industry for the next generation.
- Live a life that is purposeful. Find purpose in my work and my personal life by setting a clear intention on what I want to happen and how I can make my life and the others around me progress.
- Grab a copy of Don Tapscott's books, [Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies is Changing the World](#) and [Wikinomics: How Mass Collaboration Changes Everything](#).