

Average Sucks and What To Do About It

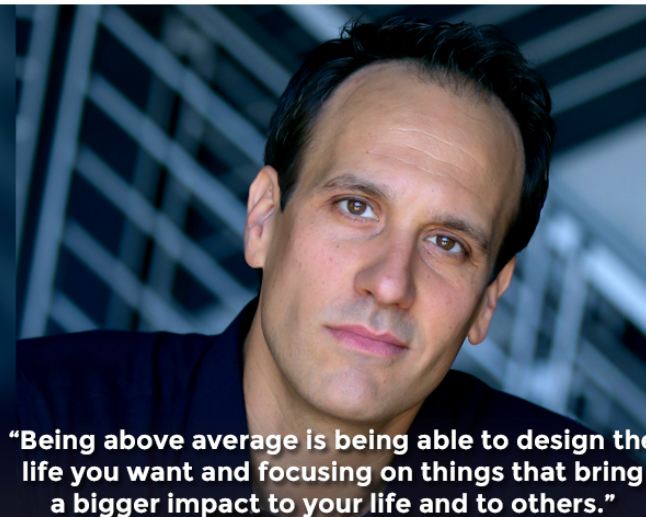
10 Point Checklist

Michael Bernoff

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**



**“Being above average is being able to design the
life you want and focusing on things that bring
a bigger impact to your life and to others.”**

MICHAEL BERNOFF

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 shock and awe approach in the way I present myself and my business. It's beneficial if there's something remarkable in what I say or do for people to easily remember me.
- Don't be afraid of rejection. Like failure, it's also part of my growth and on your journey to success.
- Seek discomfort. Nothing great comes out of my comfort zone. I should continue to seek new heights and test my limits until I get where I want to be.
- Don't hesitate to ask for help. No man is an island and every successful entrepreneur is backed up by supportive loved ones and loyal employees.
- Master the art of visualization. Believe I have the power to design the life I want and that I'll do everything I can to reach that goal.
- Learn how to unlearn. It's part of my growth to disregard old, limiting beliefs that don't benefit me or serve a purpose anymore.
- Market myself to others. I shouldn't be a best-kept secret if I want something bigger in life.
- Build a website and buy a catchy, keyword domain name for SEO purposes.
- Never stop learning. Keep updating my knowledge and improving my skills by listening to podcasts, reading books, taking courses, joining mastermind groups, etc.
- Check out Michael Bernoff's website, [Average Sucks](#), to learn more about how to never be average.