

Podcasts as Authority Boosters

10 Point Checklist

Steve Gordon

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 trying to get clients, make sure you give
your prospects a reason to believe in you.”**

STEVE GORDON

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.

- Find ways to keep my audience engaged through the content I publish. Create something that compels people to join, comment, and share. Or, simply create something that can brighten or add value to their day.
- Develop a multi-faceted content strategy. I can present my message through articles, graphic design, videos, or podcasts.
- Strategize my production budget. Any type of content production can be quite time consuming and costly. Make sure I am investing wisely in my resources.
- Continuously grow my email list. Ensure I send out regular emails and that my message contains something valuable and exciting for my audience.
- Utilize all of my website's sharing features. Make it convenient for my audience to share what I've published through email or social media.
- Prioritize nurturing relationships. Do this not just as a strategic approach, but as an authentic notion as well. What I give is what I usually get.
- Get to know people better before I work with them. Whether they're clients, business partners, podcast guests, or sponsors, it's best to establish rapport before closing the deal.
- Commit to creating content and publishing it regularly. Once my subscriber number increases, there will be certain expectations that I need to meet and sometimes surpass. One of these is making sure they get the most out of their subscription.
- Focus on what's most important and delegate the rest to my team. Content creation and relationship building can be stressful if I'm doing everything on my own.
- Check out [Steve Gordon's website](#) to learn more about systems-based selling and go to unstoppableceo.net/marketingsspeak to get a free copy of Steve's book, Podcast Prospecting.