

Get Clients on Demand

10 Point Checklist

Russ Ruffino

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**



"Our company has the expression, "we eat our dog food."
It means what we do is what we teach."

RUSS RUFFINO

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 so it doesn't have to rely too much on me in the future. When I implement smart strategies and employ the right key people, a considerable part of my operations can be automated, including my profit.
- ☐ Keep raising the bar for myself. Start with something realistic and work my way up. There is always room for improvement. However, don't let this get the best of me, where I have to slave for countless hours and compromise the important areas of my life.
- ☐ Help others, so they help others as well. Let authenticity, charity, and compassion be the key principles for my entire company.
- ☐ Follow Russ Ruffino's coaching strategy, which is ad, webinar, phone call, then client. It's a linear way to get clients in the door.
- ☐ Don't stick to one particular strategy and keep updating. Digital marketing is always evolving. Sometimes the latest trends work better, but sometimes nothing beats the basics.
- ☐ Split test my marketing strategies and find out what works best with my audience. Sometimes a simple change in images, wording, and timing can make a huge difference in conversion.
- ☐ Remain authentic and truthful. Always be transparent about my intentions with my clients. Let trust and honesty be our professional relationship's foundation.
- ☐ Don't give away too much free information to prospects. Find a way to balance value and intrigue to protect my intellectual property. Besides, people take things more seriously if they've paid for something.
- ☐ Get coached. Having a mentor to guide me with the most crucial business decisions can help scale my business faster.
- ☐ Check out Russ Ruffino's website, [Clients on Demand](#), to learn more about how he helps coaches, consultants, and thought-leaders attract more clients.