

An Audience of One

10 Point Checklist

Jabez LeBret

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**



**"We can all do our part in making a difference.
It doesn't matter whether it's in little or big ways.
As long as we think about it, that's what counts."**

JABEZ LEBRET

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.

- Maintain a healthy mindset that focuses on growth and abundance. Abundance not only with material stuff but in mental and spiritual areas as well. When my spirit overflows with light and gratitude, it's easier to share that goodness with others.
- Scale gradually and don't be too obsessed with the numbers. Focus more on a holistic approach to business where I prioritize the culture and values the same way I prioritize sales and profit.
- Learn more about laser-focused and one-on-one marketing and see if it can be a part of my business growth strategy. This concept believes that relationships become stronger when I put my effort into one person at a time.
- Get to know a person and take the time to meet with them personally. Though it's wiser to do online meetings due to present circumstances, getting to know potential clients and partners personally helps build a deeper connection and understanding of each other's vision.
- List the well-known experts in my field and take a closer look at how they do things- not just in business but in their personal lives as well. Observing their ways can teach me a trick or two of how they became successful.
- Find a way to interview these experts. It's surprising how responsive someone can be as long as I don't hesitate to reach out to them in a genuine manner.
- Give more. On the other hand, don't just give for the sake of getting things in return. Share because it's what I want to contribute. Help because I want to be of service without asking for anything in return. Karma has a way of putting things in order all the time.
- Set my intentions daily. Wake up every morning with the strong intention of making the most out of my day and saying, "It's going to be a good day." This is a powerful form of manifestation.
- Divert my fear of rejection by looking at things from a different perspective. One technique is asking myself what's the worst that could happen. Most of the time, people are just going to say no politely, and I can go on my merry way to the next one.
- Check out Jabez Le Bret's [website](#) to learn more about his amazing work and incredible advocacy.