

Be Alfred in Business, Not Batman

10 Point Checklist

Jason Swenk

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**

**"With a lot of determination, luck, and
a little bit of crazy you can do anything."**

JASON SWENK

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.

- Start with building myself up before I build my business. Starting a company doesn't mean I need to be 100% ready, but if my mind is in the right place, I can tackle all the challenges better.
- It doesn't matter how or where I start, I just have to start. Don't wait until I feel like I'm a hundred percent ready. Start small and work my way up from there.
- Create an outstanding business website that contains vital information about my services. Let it be a portal that provides the best resources to my target audience.
- Stay determined and crazy enough to go above my limits. Running a business at the beginning has more lows than highs. Never give up, be wise in every decision, and just keep going.
- Make sure the business is profitable. At the end of the day, it matters a lot that whatever I'm doing is feasible, and I keep the light on for myself and my employees.
- Be brave and willing to fail and be rejected again and again. It's part of the journey.
- Be an authority on my niche. To gain trust and credibility, I must keep improving my social proof. Getting badges from media outlets and earning authentic testimonials from reliable clients will boost my image.
- Establish direction, systems, and analytics to scale. Keep my business intact with vital data gathering to show where I am and what I need to do to keep growing.
- Delegate tasks to qualified and highly competitive individuals. A strong team is composed of key people who are better and smarter than me.
- Grab a copy of Jason Swenk's book, [Accelerating Your Agency: An 8 Systems Playbook For Growing Your Agency Faster](#).