Be Alfred in Business, Not Batman

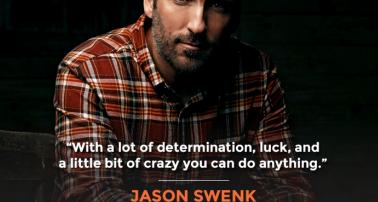
10 Point Checklist

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



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, <u>Accelerating Your Agency: An 8 Systems Playbook For</u> <u>Growing Your Agency Faster</u>.