

Conversations that Convert

10 Point Checklist

Lisa Dennis

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**



**“Marketing and sales are two different worlds.
Marketing messages are for content while sales
messages are for conversation.”**

LISA DENNIS

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.

- Stay aligned with my audience in terms of messaging and engagement. Connect with them on a more personal level so they can relate to what I convey.
- Take note that marketing and sales are different from one another. According to Lisa Dennis, marketing provides content. Sales start conversations.
- Figure out roadblocks and rejection scenarios way in advance to develop dialogue and a step-by-step plan on how to tackle them in case they happen.
- Visualize the desired endgame clearly to determine the steps I need to take and strategies to achieve my goals. When goals are divided into bulleted items, tasks seem more straightforward and more attainable.
- Spark people's curiosity but make sure I have the answers to all their questions and concerns. Provide an FAQ section on my website to make it more accessible for them.
- Look out for everyone's best interests. According to Stephan, he learned about preeminence from Jay Abraham. It's the act of having the courage to give my prospects the better option even if it means they don't do business with me.
- Let the soul or culture of my business emanate in everything I do. Stick to my ethos and let everything in the company gravitate towards that vision.
- Be relevant with my target audience. To create a connection, everything from text, colors, design, and style must be relatable to what their persona is.
- Simplify as much as I can. Make sure that a sixth-grader can understand the terms I use in what I'm writing and speaking.
- Assess the quality of my value proposition when I visit Lisa Dennis' Knowledge [website](#).