

Business Blueprints to Double Revenue

10 Point Checklist

Simon Severino

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**



*"The day before something becomes a
breakthrough, it is a crazy idea. So keep rolling."*

SIMON SEVERINO

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.

- Systematically visualize my success. Once goals are set, discern the steps I need to take to make them a reality. Operations, sales, marketing, and the like need to work well together for my business to run profitably.
- Appoint the departments needed to run the business. Hire key individuals who can help the company operate more smoothly.
- Determine which business processes I can automate. Doing so will help me increase productivity and save costs on overhead.
- Don't put all my eggs in one basket. Concentrating all of my resources in one area may create room for failure and missed opportunities.
- Deal with my weaknesses but focus more on my strengths. It's okay to continue improving at the things I lack. But it's better to focus more on where I excel and leverage those skills to my advantage.
- Hold discussions regularly with my team. Brainstorming is a great way to share ideas that may have been missed and are crucial to my business' growth.
- Utilize visual dashboards. Graphs, images, and infographics improve the way we visualize data. When information is easily understood, it becomes more effective to create crucial decisions for the company.
- Establish the three main key performance indicators (KPIs) of my company. Metrics are essential in every business but focus on the most important analytics that will serve the company's growth best.
- Find what works so I can replicate it. I don't have to reinvent the wheel. There are many strategies out there that are proven effective. Try them out and stick with what works.
- Check out Strategy Sprints' [website](#) to access business blueprints such as The Equalizer, The Bottleneck Card, Team Audit, and more.