

Publish a Bestseller

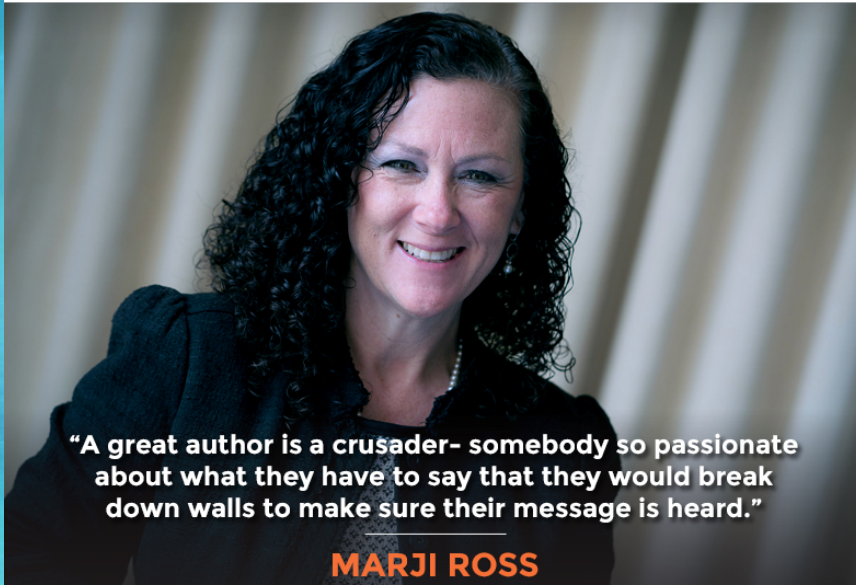
10 Point Checklist

Marji Ross

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**



"A great author is a crusader- somebody so passionate about what they have to say that they would break down walls to make sure their message is heard."

MARJI ROSS

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.

- Be a crusader for my passion. Don't be afraid to put myself out there and share my message.
- Identify my message and determine who it is for. It's essential to tackle this early on in the process to know how I can connect best with my audience.
- Be wise when dealing with competition. Know who the most successful people are in my space, find out what they're doing, and see if there's anything different I can do on my end to set me apart.
- Keep the audience hungry for more by giving them something to look forward to.
- Curate an experience for my followers. Present something so remarkable people enjoy and remember it for a long time.
- Start a word of mouth strategy. Get my audience talking about me through conversations and reviews.
- Find an excellent publishing company that's hands-on and intentional. They will be my guide every step of the way until the book is published.
- Establish excellent PR strategies. Pitch to the media, get them excited about it, and reach a wider audience.
- Don't focus too much on the numbers but concentrate more on engagement. Keep the audience participative. An engaged 1,000 is better than a 100,000 follower count with no traction.
- Visit Marji Ross' [website](#) to learn more about how to unlock the potential of my book.