

# Webinars Aren't Dead

## 10 Point Checklist

**Jason Fladlien**

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 lot of people give information, but they leave out transformation. You don't learn if your behavior doesn't change."**

**JASON FLADLIEN**

# 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.**

- Focus most on investing in my relationships with others. Use my time, presence, and best intentions in building authentic and sincere connections with people.
- Maintain a positive attitude and outlook in everything I do, especially on new projects I am working on. Focus on the good as positivity given is often reciprocated.
- Be resourceful and creative while working on projects and presentations. Sometimes resources are scarce, but that shouldn't stop me from creating something worthwhile for my audience.
- Set clearly defined goals. When I have clarity on the outcome I want to achieve, I can easily map out the steps that will help me get there.
- Empathize with the people I am trying to reach. Always have my followers, subscribers, or customers first in mind in everything I do. Bear in mind that what I do is not about me but about them.
- Don't be afraid of failure. I will always be a work in progress, eager to learn and improve every step of the way.
- Aim to empower others through compellingly authentic communication. The best talks are those that open better worlds and offer new knowledge to others.
- Experiment with how I deliver my presentations to find out what works best for my audience. On the other hand, make sure I stay true to my brand in everything I do.
- Explore tools, platforms, and marketing strategies to make all my work more convenient for me and my audience.
- Grab a copy of Jason Fladlien's book, [\*One to Many: The Secret to Webinar Success\*](#).