

How to Think About Your Thinking

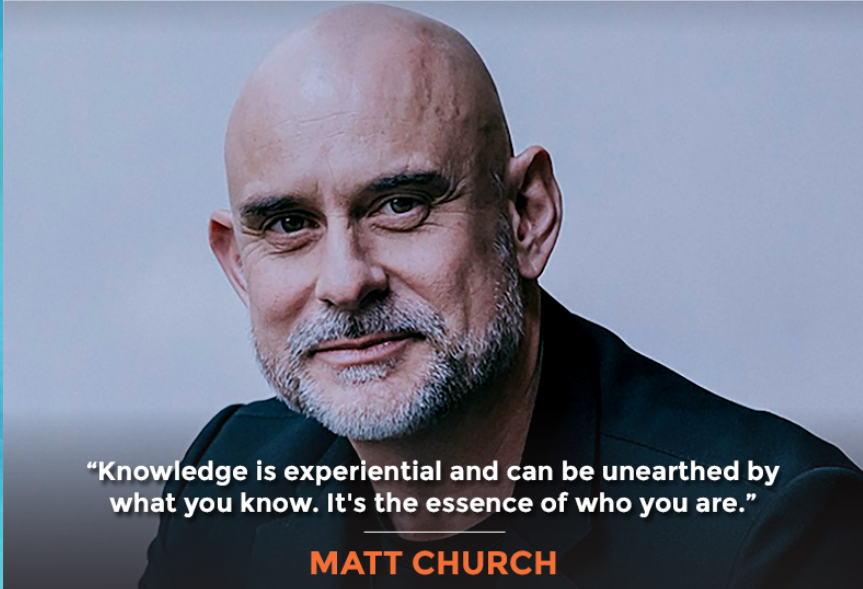
12 Point Checklist

Matt Church

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **12 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**



**“Knowledge is experiential and can be unearthed by
what you know. It’s the essence of who you are.”**

MATT CHURCH

12 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 12 steps that can move you closer to your goals – today.

- Open myself up to other possibilities. Knowledge can emerge from more than just the scientific method. I should not limit myself to the current practices for gaining understanding and comprehension.
- Develop a healthy sense of skepticism. Openly question my assumptions without shooting down possibilities or new ideas.
- When making decisions, it is important I listen to my intuition. My experiences and gut feelings are enough for the times I may not have a logical reason for my choices.
- Look at someone's strengths rather than point out their weaknesses. Society has the tendency of negatively labeling unpopular traits. I should focus on how I can turn my flaws into my strong suits.
- Expand and challenge my ideas. My current understanding still has room for growth and new information. I should continue searching for knowledge to improve my point of view.
- Be courageous enough to progress and grow. Every step I make has risks, but it shouldn't stop me from moving forward. Being brave is what will help my organization advance.
- Share my knowledge and contribute what I can to others. My skills and experiences might be the solution to their problems.
- Download and research the [Pink Sheet Process](#). This tool can be helpful for my business and thought processes. Check out the book to thoroughly grasp the idea and framework behind this new tool.
- Think before I speak. People are listening to my words, therefore, I should put more thought into what I want to share with them.
- Become more considerate and compassionate to the diversity of the audience. My listeners have different ways of understanding and interpreting my words. Be thoughtful of how I speak so I can accommodate the differences between my listeners.
- Establish a vision for how I want to navigate my ideas and the directions I want to take them in. Setting goals can greatly help me create the path to them.
- Visit Matt's [website](#) and download his free books to learn more about ideas and understand more about the Pink Sheets.