

Innovate Like A Boss

10 Point Checklist

Perry The Inventor

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**



"Make some noise and get out there! You can have the greatest invention in the world, but if nobody knows about it, you're not going to sell a single thing."

PERRY THE INVENTOR

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.

- Compose an outstanding and remarkable introduction. Then, find a way for people to easily remember me after I share my information with them.
- Come up with a catchy tagline or nickname. Don't be afraid to experiment with something fun and quirky so people will remember my name or brand.
- Wear my brand to increase brand recognition. Printing my logo on just about anything can create good exposure. However, make sure it represents what I do and who I am in the best way.
- Exude confidence, so I stand out in a crowd. Be mindful of how I speak and act in public. Make sure I showcase my expertise and authority in my niche, so I am deemed trustworthy.
- Base my ideas on the best interests of my target audience. Always have them first in mind in everything I do because they have the most significant role in helping me become successful in what I do.
- Understand where people are coming from when they provide negative feedback about my ideas. Take it as constructive criticism and a piece of information that can help me better my craft.
- Create an impressive demo for my product or idea. Invest in my media kit. Having promotional materials such as videos, graphics, prints, etc. and sharing them will help boost my reach.
- Thoroughly explain how my product or brand works. It's not enough that people are aware of what I do. To buy or subscribe, they must fully understand or relate to what I am showing them.
- Don't hesitate to ask questions. The more curious I am, the more answers I get. Ask my team and my clients about their opinions. One of them might give me the key to my next big project.
- Visit Perry Kaye, aka Perry the Inventor's [website](#), to find out what he's been working on next.