

Win Hearts, Minds, and Followers

10 Point Checklist

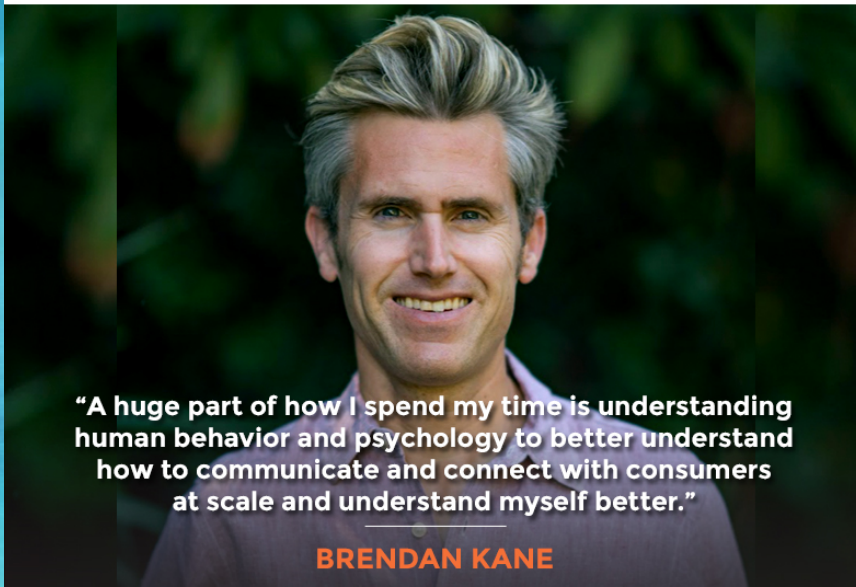
Brendan Kane

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 huge part of how I spend my time is understanding human behavior and psychology to better understand how to communicate and connect with consumers at scale and understand myself better."

BRENDAN KANE

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.

- ☐ Find ways to stand out. Working in an oversaturated market, I should consider my competitors and be unique as I rise above the noise.
- ☐ Create clickable content. Social media platforms prioritize material that holds attention. I can make more money if I retain my viewers' attention.
- ☐ Learn how to build attention. Knowing how to retain attention is key to standing out on social media. I should learn how to find hook points in my social media content.
- ☐ Understand my customers' states of mind. I should know when to best convince my potential customers. Finding this point helps me become more successful and effective in marketing.
- ☐ Make content accessible to a general audience. While it's also practical to be more specific, being attractive to a broad audience widens my reach and increases my views. I'm not limited to my current target market.
- ☐ Create relevant content. Identify what my target market is interested in and do sufficient research. Quality and helpful content can help me build sustainable marketing over time.
- ☐ Establish strong connections with my audience. Word of mouth and personal testimonies have always been influential. I should be an accessible content creator for my followers.
- ☐ Develop your own authentic brand. People are likely to remember me when I'm creating my unique mark in the world. So find a way to become memorable to people who support and admire me.
- ☐ Give fans platforms to express themselves. Allowing fans to share their personal opinions and sentiments about me will further increase their support. Do not shy away from public view.
- ☐ Visit the Hook Point [website](#) and schedule a call with Brendan Kane's team to get more information. Then, read [One Million Followers](#) and [Hook Point](#) to know more about how I can stand out in the oversaturated market.