

Building a Remarkable Brand

10 Point Checklist

Rich Brooks

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**



“The word ‘remarkable’ can be frightening and feel like it’s too big a suit to put on. But if there’s something about you that’s worth remarking upon, the goal is to uncover what it is.”

RICH BROOKS

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.

- Identify my unique assets. Find what sets myself apart from the competition. Dig deep and use it to stand out.
- Go for a specific niche. Identify a particular product or service that certain demographics or audiences need. Then, work towards becoming the best and only company for my clients.
- Focus on my target customers. Instead of targeting a broad audience, concentrate on those who are most likely to become loyal clients.
- Do a survey. Ask my customers for some feedback. Then, leverage this information to find what makes me unique.
- Think outside the box. Don't confine my business to my current products and services. Regularly add and reframe my current offerings to add value to the company.
- Stay aligned with my mission. Avoid joining the hype just because it's popular. Determine if my current strategies are still effective. Improve or replace them if necessary.
- Become more self-aware of my judgment. When working with clients, it's best to set my prejudiced thoughts aside and take time to know their whole story. My personal opinion isn't always the absolute truth.
- Test pricing edges. Don't be afraid to charge lower or premium prices for my products and services. Instead, explore what works best for the business and market my brand accordingly.
- Be open to change. I won't always follow the path I want. But, by staying open-minded, I welcome a variety of opportunities for my personal and business growth.
- Check out Rich Brooks' The Agents of Change [podcast](#) and [conference](#), and follow him on [Twitter](#) and [Instagram](#). Visit the Flyte New Media [website](#) to learn more about their services.