

The Secret to Self-Marketing

10 Point Checklist

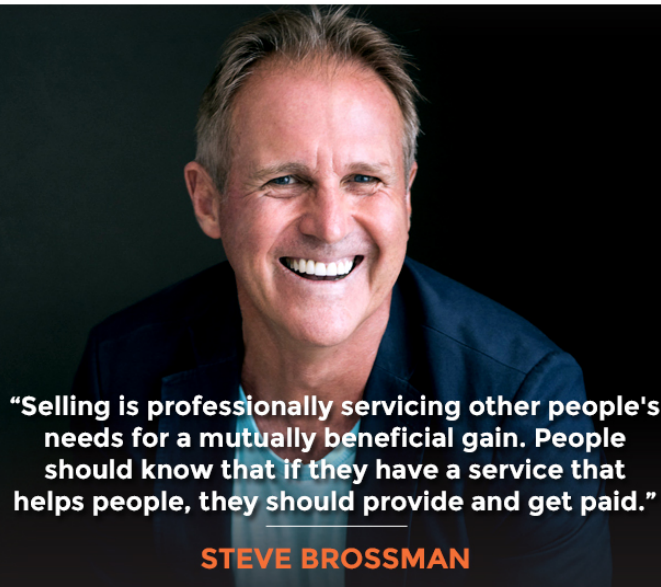
Steve Brossman

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**



“Selling is professionally servicing other people's needs for a mutually beneficial gain. People should know that if they have a service that helps people, they should provide and get paid.”

STEVE BROSSMAN

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.

- Understand sales. Going back to its definition helps me grasp what it truly means to sell. In return, I can better position and market my services.
- Watch Steve's [video](#) about Brown Box Syndrome. Take notes and internalize the tips he shares in the video, and avoid becoming a brown box.
- Build anticipation with prospects. The period before any call is crucial. Increase excitement and be personal when reaching out to potential customers.
- Know my potential clients. When receiving appointments, do a quick background check to have an idea of how to help them. This information helps personalize my videos.
- Personalize my videos. Use my research to customize the content I send to clients. Getting on a personal level helps them warm up and become interested.
- Be collaborative. It makes a huge difference when I involve prospects in creating blueprints and goals. The more hands-on they get, the more invested they become.
- Use annotations. Movement engages viewers and retains their attention. Create presentations that can be easily annotated.
- Keep innovating. Explore ways to hold my viewers' attention during calls. I become memorable when I think outside the box for marketing myself.
- Stimulate happy hormones. When creating and sending videos, make sure to keep them light and refreshing. Make my prospects look forward to having a call with me.
- Visit Steve Brossman's [website](#) and watch his [videos](#) on how to self-sell. Follow him on [LinkedIn](#), and reach out [via email](#) to learn more about how he can help.