

Taking Your Copywriting to the Next Level

10 Point Checklist

Lamar Phillips

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 great jingle if you're listening to it on the
radio, you wouldn't realize it's a commercial."

LAMAR PHILLIPS

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.

- Stop seeking validation. Do what I want to do without looking for affirmation from other people. It's easier to learn without being judged.
- Stay excited. Constantly look for something new and fun within my interests. Remaining interested in my passions and hobbies can help me become successful and prevent burnout.
- Keep learning. There's no limit to the knowledge I can gain. It can be found everywhere, I just need to know where to look.
- Be clever. Train my mind to create brilliant ideas and concepts. Take note of best practices and learn from the best.
- Be creative. Think outside of the box and explore new perspectives. Step out of my comfort zone and see what else can be created.
- Be mindful. Increase my self-awareness and be intentional with my thoughts and actions. The more aware I am, the better I can become.
- Maintain balance. It's essential to find stability in my life. Avoid giving too much time and effort to unimportant activities and people.
- Find inspiration online. Many brilliant ideas are found on the Internet. Understand how other people's minds work and create benchmarks from what you learn.
- Underpromise, but over-deliver. Avoid overselling myself, but always make sure I do more than what's expected of me. It's better to impress them rather than disappointing them.
- Visit Lamar Phillips' [website](#), follow him on [Instagram](#), and be entertained by his [Tweets](#). Then, check out [Mekanism](#) for more information about this ad agency.