

The Role of Intuition in Marketing

10 Point Checklist

Ava Carmichael

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**



"I love to understand what makes people buy something, what makes people connect with a brand."

AVA CARMICHAEL

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.

- ☐ Gather useful information/data to analyze trends. Data is one of the most valuable resources in a business. The more information I have, the better I can understand the future trends that would help me propel my business.
- ☐ Find a good mentor. When starting a business, I need to have a mentor to guide me in developing my skills.
- ☐ Always put out organic content. A lot of times organic content outperforms paid ads. The best content on the web answers a question or satisfies some curiosity for the audience.
- ☐ Learn how to utilize Microsoft Clarity or other user experience analytics apps. This would allow me to know the performance of each page on my website.
- ☐ Create quality content that is SEO-driven. The best practice is to write for people, not search engines. This will make my target audience and other authoritative sites link to my content.
- ☐ Create and leverage video content. Video is still the most popular type of content, which is why I should incorporate it into my marketing strategies.
- ☐ Always give my 100% on the path that I decide to take. I can't expect a 100% result if my focus and effort are divided on different things.
- ☐ Tap in on my unique ability or zone of genius to fulfill my destiny. I don't need to hang out in my zone of excellence; instead, I have to let it go.
- ☐ Follow the intuitive breadcrumbs. Don't go against my intuition because it will always lead to a mess.
- ☐ Check out Ava Carmichael's [website](#) to know more about her and work with her to apply her marketing magic to my business.