

A Lifestyle You Deserve

10 Point Checklist

Shanda Sumpter

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**



"Freedom is truly spending time intimately with people but also making a huge difference in the world and making more than enough money than you could spend."

SHANDA SUMPTER

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.

- ☐ Take the time to think about what a freedom lifestyle would look like for you. For example, what would you do if you took one week out of the month off or only worked three days a week?
- ☐ Look closely at times during the year that you are the most productive (i.e., before or after vacations, doing certain types of projects, etc.). Use that information to establish flex time that leaves you more refreshed.
- ☐ When you take time off, are you really off? Do you sneak in calls, emails, or research? Commit to being completely off the grid to get the greatest benefit from your time away.
- ☐ Taking “flex” time is very important for recovery and productivity. Make it a priority to disconnect often from your regular schedule.
- ☐ Identify tasks you can block together to enable you to be more focused and increase your productivity.
- ☐ Make a schedule and stick to it. You can always adjust it when you need to, but committing to your schedule will help you accomplish projects more quickly and efficiently.
- ☐ What should be on your do-not-do list? This list is just as important as your to-do list. Figure out the tasks that can be delegated, and stop doing them!
- ☐ Understanding your profit margins and your P & L reports is important for you to see how you can grow your business. If you don't have time or don't know how to review your financial performance, hire someone to coach you on it.
- ☐ Check in with yourself to make sure that your business is making you happy. If you find yourself burnt out and addicted to work, you are probably not working in a space that fulfills you.
- ☐ Visit Shanda Sumpter's [website](#) to know more about her and her programs.