

# Go Big or Go Home

## 10 Point Checklist

**Jeff Hoffman**

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**



**"Entrepreneurship is the toolset of change.  
Entrepreneurs design the future."**

**JEFF HOFFMAN**

# 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.**

- ☐ Intentionally decide the look and feel of the company. Think of my business as a real person and decide who they'll be. What they like and don't like, how they talk, who their friends are, etc.
- ☐ Constantly refresh my marketing strategies. Always consider looking into what the latest demographics need so I stay relevant with my messaging.
- ☐ Aim to receive a certain emotional response from my audience. If I present something that compels them to pay more attention, I have a greater chance of getting them hooked.
- ☐ Always add a call to action at the end of my message. Make sure I deliver the message as clearly as I can. Then it's a no-brainer for my audience on what they can do next.
- ☐ Congratulate rather than thank my new customers. According to Jeff, if I want my customer to keep buying, I should make them feel like a winner. Congratulating them for making the best decision is a great ego boost.
- ☐ Be involved with organizations that have a cause. Find ways to give back to the community and lead an altruistic life.
- ☐ Don't just learn new ideas and strategies; implement them. New knowledge means nothing if it's not followed by execution.
- ☐ Take the initiative to solve problems whenever they arise. If not me, then who? If not now, then when?
- ☐ Take a shot. Don't hesitate to reach for the life I've always dreamed of. According to Stephan, you miss 100% of the shots you don't take.
- ☐ Grab a copy of Jeff Hoffman and David Finkel's book, [Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back](#).