

Down To Earth, Not Down and Dirty

9 Point Checklist

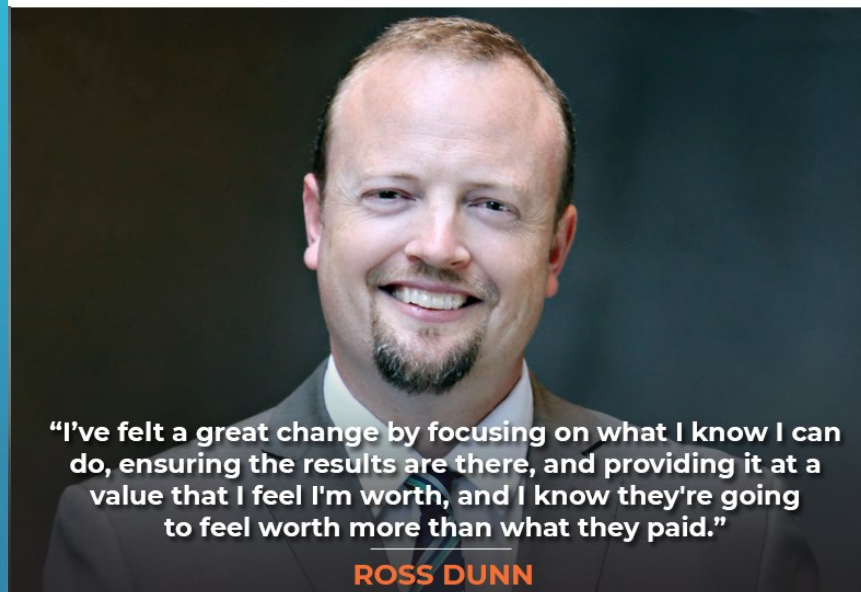
Ross Dunn

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've felt a great change by focusing on what I know I can do, ensuring the results are there, and providing it at a value that I feel I'm worth, and I know they're going to feel worth more than what they paid."

ROSS DUNN

9 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 9 steps that can move you closer to your goals – today.

- ☐ Set up robust systems and processes for my business. Systems and processes are essential to ensure the efficiency and consistency of high-quality results.
- ☐ Use transcribing tools for my client notes - like Otter.ai and fireflies.ai. It will make my business operation a lot more efficient, especially in meeting new prospects
- ☐ Utilize SEMrush's Keyword Gap tool. It will give me an analysis of where my competitors have page one rankings and where I don't have any rankings at all.
- ☐ Provide social proof on my website - like case studies and testimonials. It will give my new prospects more information about my business and lead them to take the next step by making a phone call.
- ☐ Be my own cheerleader. Always cheer for myself even when others belittle what I'm trying to achieve or when I face hostility and setbacks.
- ☐ Show my authentic self to the world. I am doing good in the world. I have something of value that I can deliver to others, and I will be doing a disservice to humanity if I don't offer what I have.
- ☐ Let go of expectations. Expectations can positively impact my life, but they can cause me great disappointment and frustration if they are not realized. Be more flexible to feel happy and I can have the ability to adapt and move forward.
- ☐ Focus on making a difference for people. Don't be scared to put myself out into the world; know that I'm going to reveal light and make a difference in other people's lives.
- ☐ Checkout Stepforth's [website](#) to get a strategy call or initial consultation with Ross Dunn and his team.