

# The Nomadic Marketer

## 10 Point Checklist

### Andre and Anita Chaperon

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**



**"The interesting thing is once you put an idea out there, when you decide that you're doing something, things start to line themselves up to direct you in that way."**

**ANDRE AND ANITA CHAPERON**

# 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.**

- ☐ Create a list of tasks you have either been putting off or haven't had time for. The things that are the least important, toss.
- ☐ Start delegating! Find websites where you can post job ads for assistants in the Philippines. Create an ad that is engaging but tells your potential employees what you need.
- ☐ Get organized. Set up a project management system like Trello or Basecamp to keep track of your tasks, notes, and statuses. You'll never wonder what is going on with a task again.
- ☐ What makes your favorite movie great? You can give that kind of engagement to your newsletter or emails. You just need to look at the long-term story arc.
- ☐ Although the system is automated, the selection to start with broadcast emails should be a choice made by you according to the amount of engagement a certain prospect has had.
- ☐ Nine-word emails are an awesome way to make an email list. Members will feel like close friends. However, they are best utilized when they've been on that email list for a good amount of time, so they understand the context of who you are.
- ☐ Less is more: read Kevin Kelly's "1000 True Fans" to learn how establishing a core, loyal base of customers can do more for your business than intermittent customers.
- ☐ If you deal with a lot of international orders, you may want to consider Click Bank as your payment processor as they handle all the tax levies no matter where in the world.
- ☐ Want to avoid ending up in the spam folder? Focus on high-quality, relevant content.
- ☐ Try numbering your emails, for example, "1 out of 5 emails," so the customer is on the lookout for rest and stays engaged with high-quality content.