

Capture and Express Big Ideas through 10 Point Checklist

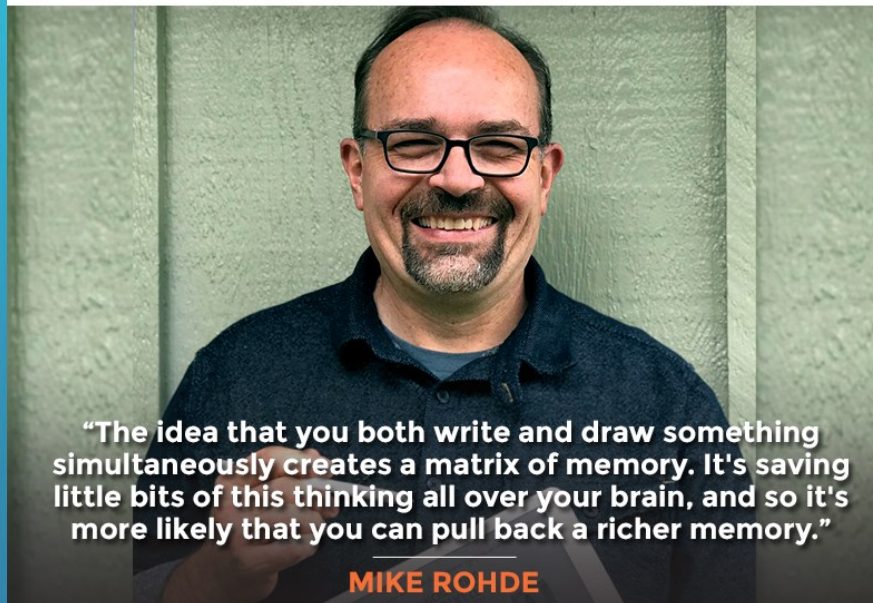
Mike Rohde

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 idea that you both write and draw something simultaneously creates a matrix of memory. It's saving little bits of this thinking all over your brain, and so it's more likely that you can pull back a richer memory.”

MIKE ROHDE

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.**

- Buy a small notebook and pen, and start carrying it wherever you go.
- Re-familiarize yourself with drawing shapes, doodles, and other elements besides text – you can use these to express your ideas.
- To begin, try sketchnoting in a situation where you normally take notes like a work meeting, a class, or a conference.
- Only write down the valuable things to you – analyze them as you hear them. Don't write for the sake of writing every single detail.
- Emphasize the important tasks with bolding, big print, or a model.
- Use sketchnotes for ideation and idea organization – use a little icon for each type of idea, and then emphasize the important ideas or concept
- Bring along a notebook on your travels! Take simple notes during the day, and then sit down and break it down at the end of the day into sketchnotes.
- Start taking down an "engineer's log" of your day-to-day life; this may work better for you instead of reflecting at the end of the day.
- To fuel creativity, look for unusual things in your everyday actions, like what's interesting about your walk to your parked car? Then, make a note of it.
- Get involved in the Sketchnote Community! Check out [SketchnoteArmy.com](https://sketchnotearmy.com) and see how some business professionals organize their thoughts with sketchnotes.