

Great Marketers Are Risk-Takers

10 Point Checklist

Seth Greenberg

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 don't know if I was known as a crazy guy, but I was known as a bold guy that was not afraid to take risks."

SETH GREENBERG

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.

- ☐ Meet people and make connections. Building relationships is essential for my business' long-term growth, profitability, and sustainability.
- ☐ Be a risk-taker. Risk-taking enables and encourages innovation and can be an important product/service differentiator. Failed risks aren't always negative. Sometimes, they provide the most valuable business lessons an entrepreneur can learn.
- ☐ Have my customers or clients provide reviews. Reviews not only have the power to influence consumer decisions but can strengthen my company's credibility.
- ☐ Be creative. Digest and see things in ways others do not. Creativity will help me craft a better marketing strategy.
- ☐ Practice asking questions. Don't become complacent with the knowledge I have. Instead, stimulate my curiosity, never stop questioning the world, and never be afraid to ask questions.
- ☐ Explore my passions. Passion stimulates creativity, and creativity fosters forward-thinking. It's a great way to unlock myself from "the box" to push my thought patterns in new directions.
- ☐ Know and understand where my audience is. Always think about who I'm trying to engage, how I'm going to measure this, and what are the means I'm going to use to get their attention.
- ☐ Learn from my experience. Everyone's experience can help inform their current and future opportunities.
- ☐ Be a dealmaker. Learn how to negotiate. Good negotiations contribute significantly to business success.
- ☐ Check out Seth Greenberg's [website](#) to connect and know more about him. Also, follow him on [Twitter](#) and [LinkedIn](#).