

Crafting the Right Message

10 Point Checklist

Sam Richter

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'm not a good salesperson; I'm a good storyteller. I try to find out what someone cares about. Then I share stories of how I've helped others so they can do it on their own."

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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.

- ☐ Denounce the thought of introverts lacking confidence in speaking and selling. Many world-renowned marketers and keynote speakers today are introverts, and they have helped and inspired millions.
- ☐ Constantly practice and improve my craft. No one was born an excellent motivational speaker or salesperson. No one was ever born already talking. These are skills that are learned and polished over time.
- ☐ Find different ways to share my message. Aside from speaking on stage in front of hundreds, even thousands, I can connect with my people through webinars, blogs, videos, and one-on-one calls.
- ☐ Make sure I differentiate my speaking and marketing style according to the events I hold. For example, webinars tend to be more mellow and toned down than live presentations.
- ☐ Try keeping a daily journal to look back at your progress and keep a log for yourself when doing a weekly review.
- ☐ Spark creativity in my presentations and campaigns. Continue to pique my audience's interest throughout the talk. Adding some animation, music, intermissions, and humor are excellent ways to incite fun and excitement.
- ☐ Curate presentation slides that can accompany my presentation in the best way possible. Make sure the text is visible and the graphics and animation are visually pleasing.
- ☐ Get to know my audience better. I can become a more effective speaker if I can connect with them more deeply. Therefore, the presentation should always be about them and not me.
- ☐ Don't just tell my audience; show them. Provide some facts, testimonials, or case studies that prove my point. Refrain from giving them false promises. Instead, ensure that my credibility is intact by being completely honest and transparent with them.
- ☐ Make my pitch and sales point concise, impactful, and easy to understand and follow. The last thing I want to do is hassle a crowd ready to take the next step. Instead, be 100% of service to them and make sure the next few hours after the presentation are about taking care of their needs.
- ☐ Visit Sam Richter's website, samrichter.com and intelngin.com and jumpstart your mission to transform your sales and prospecting, brand, business, and digital world.