

Be Bold

10 Point Checklist

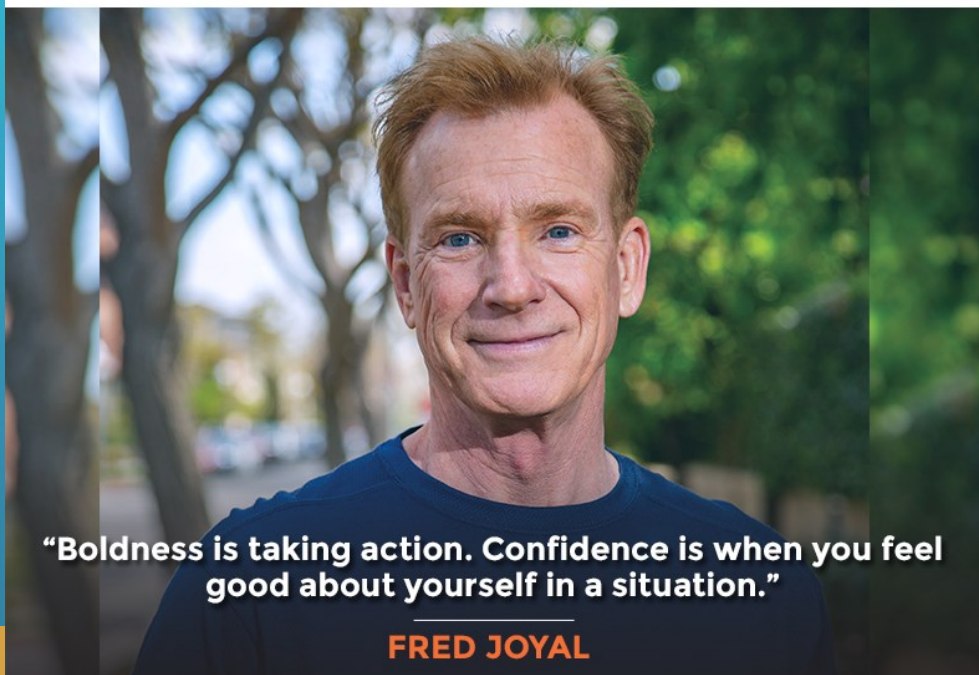
Fred Joyal

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**



“Boldness is taking action. Confidence is when you feel good about yourself in a situation.”

FRED JOYAL

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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.

- ☐ Get my presence out in the world. Be a guest on podcasts and do some keynotes so that my audience will know me and my product.
- ☐ Don't get discouraged by failures and rejections. Instead, take it as a learning point and stepping stone to success.
- ☐ Get outside feedback. Don't just ask your friends. Ask experts about my product. It takes boldness to invite feedback because that's how I get better.
- ☐ Have people review my product. I need people to give me good solid reviews because that's what the people are going to look at when they encounter my product.
- ☐ Understand what the marketplace is missing. That's where I want to step in and do better.
- ☐ Find a way to make myself unique in the marketplace. This will allow me to collaborate with influencers because what I offer is unique.
- ☐ Stop worrying about what other people think about me. When I become obsessed with other people's opinions, I forget my own. Bold people have a very small group of people whose opinions matter.
- ☐ Always act on an opportunity. Being bold is all about taking action, and hesitation is the opportunity killer.
- ☐ Check out and read Fred Joyal's latest book, [Superbold: From Under-Confident To Charismatic In 90 Days](#). Then, do the exercises in the book that will build my boldness.
- ☐ Visit Fred Joyal's [website](#) and follow him on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#) to learn more about him. Also, check out his latest upcoming workshop, [The Superbold Two-Day Transformation Workshop](#).