

Grow Your Tribe

10 Point Checklist

Carolyn Ketchum

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 social media landscape has changed a lot. It's more demanding."

CAROLYN KETCHUM

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.

- ☐ Don't expect things to stay the same. Remember that change is constant in this world. So deal with change with an open mind and heart.
- ☐ Don't force anyone into a mold. Everybody is different, and I have to respect other people's ways. I can suggest what I do and what works for me, but I'm not forcing it on them.
- ☐ Be open to learning new things. This will give me a feeling of accomplishment which boosts my confidence in my capabilities and will help me feel more ready to take on challenges.
- ☐ Don't jump into a new trend immediately. Instead, wait till everybody else tries it out and see if it will work out for my business.
- ☐ Relax and figure out one thing at a time. It will be too much and too overwhelming if I try to do everything at the same time.
- ☐ Learn to repackage and repurpose my content. This will allow me to appeal to multiple audiences with different content preferences.
- ☐ Always have a hook and irresistible offer. Have a strategic plan on how to bait my audience to go to my website and buy my service or product.
- ☐ Hire a VA. A VA will help me stay productive and give me valuable free time to relax .
- ☐ Always please the search engine algorithm. Search algorithms will help determine the ranking of a web page at the end of the search when the results are listed. Each search engine uses a specific set of rules to help determine if a web page is real or spam and if the content and data within the page is going to be of interest to the user.
- ☐ Visit Carolyn Ketchum's blog, [All Day I Dream About Food](#), to get some of her Keto recipes. Also, purchase her cookbooks: [The Ultimate Guide To Keto Baking](#), [The Everyday Ketogenic Kitchen](#), [The Easy Keto Dinners](#), [The Easy Keto Breakfast](#), [The Easy Keto Desserts](#), [Keto Soups & Stews](#), and many more.