

# Get Out of the Box

## 10 Point Checklist

### Jason Moffatt

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**



**“LEAN: Listen, Empathize, Assist, and Negotiate”**

**JASON MOFFATT**

# 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.**

- ☐ Learn to listen actively. Listening is a valuable skill. Most people often lack this skill because everyone wants to take the mic and talk. Going beyond education, listening will help me understand others better, build trust and make others feel important.
- ☐ Have empathy. Empathy is important because it will help me understand how others are feeling so I can respond appropriately to the situation.
- ☐ Assist others who need my help. Business is not just about selling my product or service; it is all about giving the result my prospect wants.
- ☐ Learn to negotiate. When my prospect feels like I have their best interest, I can name the price for my product or service.
- ☐ Listen to the market. Instead of trying to impart what I think my audience wants to hear, use their questions to know what the market wants.
- ☐ Have due diligence on NFT's seller credibility and legitimacy. Having decent followers and verification tick on their accounts can indicate legitimacy. Also, check their page's sales stats to see if it's a well-established account selling or a recently opened account.
- ☐ Look for NFTs with value propositions. For example, is the value limited to the digital space, or does it remain valuable even in the real world?
- ☐ Establish a good understanding of future prospects of the NFT. For example, does the seller expect to sell it to collectors who will further trade it? Or does the seller want to sell it to buyers to hold?
- ☐ Look for the marketing strategy tied to the NFTs. The value of an NFT is increased by maximizing the demand through great marketing and advertising. Will the company be able to meet supply and demand if its market surges?
- ☐ Check out Jason Moffatt's [website](#) to learn more about him and his service. Also, visit [nftprofits.com](https://nftprofits.com) to buy the course on NFT flipping and [equity5000.com](https://equity5000.com) for his course on helping digital entrepreneurs.