

Overcome Obstacles in Marketing and Business

10 Point Checklist

Kevin Lee

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**



**"Obstacles can become your
motivation to circumnavigate life."**

KEVIN LEE

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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.

- Stop comparing myself to others. Instead, turn my focus inward and start being better at what matters: being ME.
- Control my reaction to what goes on around me. Always remember that I can't control circumstances and situations that arise in my life. Don't allow emotions to influence me to do or say things I will later regret.
- Workaround the obstacles that come my way. Hard times stimulate growth in a way that good times don't. Overcoming obstacles and learning from these struggles lay a solid foundation for success in later life.
- Always apply the best practices in marketing in my business. Marketing is essential to any good business. It will help me reach and connect with my target audience and will ultimately grow my business in the long run.
- Practice the Principle of Reciprocity in my business. The Principle of Reciprocity should be built on trust by offering incentives to my customers and providing customer service and complaint resolution policies that inspire that trust.
- Pay attention and listen to my intuition. This will help me avoid unhealthy relationships and situations.
- Understand the different segments of my audience for a nonprofit cause. Different emotional triggers will drive various segments of my audience.
- Look at the bigger picture when doing a nonprofit cause. Having a big-picture perspective can help me prioritize effectively, set better goals and improve time management. In addition, by developing a complete perspective of a situation, I can make decisions that drive long-term results, which can help me advance my cause.
- Visit Giving Forward's [website](#) to learn more about Kevin Lee's nonprofit cause. Also, contact him through his [LinkedIn](#) account or email him at kevin@givingforward.org to learn more about him.
- Visit eMarketing Association's [website](#) to access Kevin's podcast, articles, video-based content, and books.