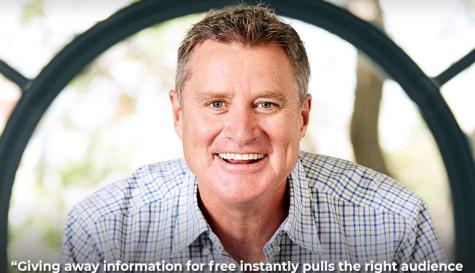
How to Achieve the Boomerang Effect 10 Point Checklist Tim Reid

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



"Giving away information for free instantly pulls the right audience towards you. This is one of your biggest assets as an entrepreneur."

TIM REID

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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.

- Be helpful. Give free information and develop trust in my audience. This will attract more warm leads and customers for my business.
- □ Keep it real. Authenticity is about saying what the audience needs to hear, not what they want to hear.
- Have compassion and empathy. Let my audience know that I understand them, that I've been in their shoes, and I'm part of the solution.
- Get to know my audience at a personal level. Find out their names, ages, social status, likes, dislikes, etc.
- Simplify the communication. Stuffiness, formality, and overly-complicated jargon can be a barrier. Build rapport by simplifying language and talking to audiences as equals.
- Humanize customer service. Know when and how to connect directly. Two-way communication channels are a necessity. Enable reaching out in the most convenient way possible.
- Treat marketing like a hobby I love. Like any hobby, find time, resources, money and energy in it. It is an investment and an asset, not an expense.
- Acknowledge and eliminate my limiting beliefs. These beliefs can keep me in a negative state of mind, hindering me from encountering new opportunities and life experiences.
- Practice self-care. Looking after myself directly impacts what marketing I create, how I treat my customers, how I handle a difficult conversation, etc.
- Visit Tim Reid's <u>website</u> to learn more about him and his courses. Also, listen to his podcast, <u>The Small Business Big Marketing Show</u>, and purchase and read his book, <u>The Boomerang</u> <u>Effect</u>.