

# 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**

# 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 [website](#) to learn more about him and his courses. Also, listen to his podcast, [The Small Business Big Marketing Show](#), and purchase and read his book, [The Boomerang Effect](#).