

Crush It With YouTube Ads

10 Point Checklist

Tommie Powers

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**



"As marketing experts, we need to become smarter and better about how we reach people, capture their attention, and keep them engaged."

TOMMIE POWERS

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.

- ☐ Focus on the creative side of marketing because people usually don't like ads when they see them. Become smarter and better at how to reach people, capture their attention, and keep them engaged.
- ☐ Observe why people are on the platform. This allows me to get their attention and engage with them based on what they're there for. This will bridge the gap between where they are right now and where I want them to be.
- ☐ Produce a great story. If I can't tell a compelling story, engaging with my audience will be very challenging.
- ☐ Segment my audience. Identify the key messages and conversations happening in my audience segment's minds and focus on those.
- ☐ Emulate what successful competitors are doing. If my competitors' strategy works, it can work for me too! This can greatly increase the effectiveness of my marketing.
- ☐ Reevaluate my marketing views and beliefs from time to time. Be willing to do whatever it takes to grow my business.
- ☐ Don't break the bank when making videos for my ads. I don't need huge production value for every video I make. I can start with the most basic video and still convey my message to my audience.
- ☐ Invest in advertising. This is the best way to secure more clients, increase my sales, and help with brand awareness.
- ☐ Stick to what I'm good at. I don't need to do everything in my business. Instead, hire the right team members for my business to run effectively and efficiently.
- ☐ Visit Tommie Powers' [website](#) to learn more from him, join his mastermind, or hire his agency. Also, follow him on [Youtube](#), [Facebook](#) and [Instagram](#).