

Podcast Storytelling

10 Point Checklist

Spencer Lodge

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**



"On your graves' headstone, you have the date of when you were born and died. The tiny dash between the two dates is your life - make that dash mean something to the people in your community."

SPENCER LODGE

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.

- ☐ Book podcast guests I resonate with my audience and have a great story. My guest doesn't have to be well-known or successful. It's always about their story and how I connect with that story.
- ☐ Always take notes during a podcast interview. This will allow me to consolidate all my thoughts and lessons I've learned from my guests.
- ☐ Write down a list of the top 20 people I could learn from. They are the ones that bring value, educate, and inspire me.
- ☐ Choose sponsors for my show that resonate with me and my audience. Make sure that they have value in what they are trying to do.
- ☐ Focus on what's good in my life and be grateful for what I have. Gratitude is pausing to notice and appreciate things I often take for granted.
- ☐ Think long and hard about what I contribute to the world. A lot is going on in the world, and being able to acknowledge, identify, or expose that in some small way will make me reassess how I want to leave this planet.
- ☐ Be open to learning. Continuous learning is important because it helps me to feel happier and more fulfilled in my life and career and to maintain stronger cognitive functioning when I get older.
- ☐ Keep things simple. Stop overcomplicating things. Find the easiest and simplest way to do things in my life.
- ☐ Don't be a "just enough." Live my life the way I should. Don't find reasons why I shouldn't succeed in my endeavors.
- ☐ Visit Spencer Lodge's [website](#) to learn from him and work with him. Also, check out [The Spencer Lodge podcast](#) and follow him on [Facebook](#), [LinkedIn](#) and [Instagram](#).