

# Speak Up and Stand Out

## 10 Point Checklist

### Laurie-Ann Murabito

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**



**“Speaking is this amazing form of marketing where you get to share your passion with other people's audiences.”**

**LAURIE-ANN MURABITO**

# 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.**

- Use my voice to get my message out to the world. My voice is a tool that can be used for standing up for what is right rather than what is easy. Using my voice for the truth is important to create a better world.
- Stop procrastinating. Don't waste another second making excuses for the things I have to do. Procrastination can restrict my potential.
- There's power in stories. My whole life is a story. I need to connect the dots and share them with others so they can see the lessons in that story.
- Don't tell my stories play-by-play. Instead, take time to craft my story and weave it into a conversation, so it flows naturally.
- Learn to overcome my fears. If I don't overcome my fears, I will never move from where I am. Instead, I need to develop a growth mindset and become a person of action, change, and success.
- Join speaking events and conferences to level up my speaking ability. There are a lot of events and conferences that will help me become a better orator, craft my speeches, and more.
- Learn to attract my audience's attention at the beginning of my speech. Taking an audience-centered approach is important because a speech is more effective if the presentation is created and delivered appropriately.
- Structure my speech. The structure will help me have the confidence to show up with a different energy. Also, a good structure will help me remain calm, stay on topic, and avoid awkward silences.
- Raise my hand for speaking opportunities. Don't expect to be asked. Open the door and ask people if they're looking for speakers.
- Visit Laurie-Ann Murabito's [website](#) to learn more about storytelling, how to pitch, where to look for speaking opportunities, and much more. Also, listen to her podcast, [Be In Demand with Laurie-Ann](#).