

# Automate Your Marketing 10 Point Checklist

## Michelle Nedelec

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 you grow in your clientele, you want to start adding on other software platforms to add an extra level of sophistication."

**MICHELLE NEDELEC**

# 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.**

- ☐ Have strong leadership and decision-making skills. Don't allow my VAs to make decisions for my business that can impact the long-term deliverability of my products and services to my clients.
- ☐ Look at the best practices in the market that I can apply to my business. These practices are the best ways to do things and have been worked out through trial and error and are the most sensible way to proceed in business.
- ☐ Hire the right team for my business. Getting the right employees on board ensures they grow with me - contributing to my overall success as a business and reducing the need to hire again and again for each new leadership position I may develop down the line.
- ☐ Create a marketing campaign that will highlight the VIP component of my product or service to my clients. This will allow my clients to decide when to upgrade their product or service.
- ☐ Define my message that will target a specific audience. Targeted messaging speaks directly to a defined audience. It also differentiates my business in the eyes of my audience from my competitors and improves my approach to future campaigns I might launch.
- ☐ Use a 9-word email to catch the attention of my audience. If done well, a 9-word email works like magic. There are always potential customers among my stale leads. This strategy is a quick path to re-engagement.
- ☐ Learn to adapt to the changing industry. The strategy that worked for me in my past products and services might not work with my new products and services. Strategize new ways that will capture the attention of my current and potential clients.
- ☐ Ensure my campaign system is fully working so that leads can become clients. Unfortunately, there are times when a campaign is not working because of some broken pieces in the campaign after the lead comes in.
- ☐ Get feedback from my clients. Client feedback guides customer experience improvements and can empower positive change in any business.
- ☐ Follow and learn more from Michelle Nedelec by visiting her [website](#). Also, sign up to be an [Awareness Strategies Affiliate Partner](#).