

A Story Worth Retelling

10 Point Checklist

Luke Storey

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**



“Aligned values are the cornerstone of successful partnerships, whether in business or life, as they shape our moral code, define our priorities, and guide our personal growth.”

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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.

- Follow my passion and create a career that excites me. Look for inspiration in others who have paved the way and believed in my unique path.
- Embrace synchronicities and take advantage of chance encounters. Expand my reach and connect with like-minded people through networking.
- Boost the visibility and impact of my content with an effective SEO strategy, whether for my podcast or any other business. Don't underestimate the power of SEO.
- Explore different strategies and pivot if needed to elevate my podcasting career. Discover what truly resonates with me by being open to adapting marketing avenues.
- Implement an efficient system and automation as a key to my business success. Enforce processes that streamline my operations and allow me to focus on what I enjoy the most.
- Deliver strong communication and shared values to strengthen partnerships in personal relationships or business. Seek alignment and a common vision for long-term success.
- Consider the marketing benefits of in-person interviews for my podcast. The optics and social proof of being in the same room with influential guests can elevate my brand.
- Invest in high-quality video production for my in-person interviews. Utilize multiple cameras, lights, and audio equipment to capture the best possible content.
- Honor my discernment and set boundaries for which guests I accept on my podcast. Freely refuse guests who don't align with my passion and vision.
- Visit Luke Storey's [website](#) to connect with him, join his weekly newsletter, and listen to The Lifestylist Podcast.