

Scaling a SaaS Company

10 Point Checklist

Jason Morehouse

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**



"A crucial factor to business success is to find and take the personal path that works best for you."

JASON MOREHOUSE

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.**

- Identify market gaps to create a platform that streamlines my services and improves customer experience.
- Embrace customer feedback and focus, Improve products and services based on customer needs. This helps me to create passionate and loyal customers.
- Create strategic partnerships and build free online ecosystems. This allows me to generate inbound traffic and reach a broader audience. Competition can become “co-petition” that leads to exciting opportunities and growth.
- Develop a unique funding approach for my business. Focus on customer satisfaction rather than on rapid expansion.
- Grow from my experiences and foster a compassionate company culture. Sharing my personal struggles can lead to greater support and understanding among team members.
- Practice empathetic leadership. Empathy can be a powerful tool to help me understand employees and customers.
- Accept my challenges. Sharpen my focus and self-awareness. Persistence will help me achieve my company’s goals and fulfill my purpose.
- Cultivate trust within my organization to create a relatable and empowered workforce. People are more likely to share innovative ideas when they feel trusted and safe.
- Allow product-led growth to fuel my business strategy. This helps customers to experience the product independently and understand its value.
- Visit Jason Morehouse's website, [Checkfront](#), to learn more about their flexible booking software.