

Anti-Marketing

10 Point Checklist

Tiago Faria

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**



“Ensure your offer solves a critical need for your target audience. Interview past clients to uncover their real problems and desires, using emotional words in your offer. Speaking their language makes it resonate and sell itself.”

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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.

- Simplify my marketing approach. Identify one to three key strategies that work best for me and avoid falling into the trap of chasing new marketing trends.
- Focus on my established relationships. Tap into my existing network of clients, leads, friends, family, and social media connections. Established relationships can be a goldmine for opportunities.
- Create offers that solve desperate problems for my audience. Craft my offer using the exact emotional language my clients use. Make it abundantly clear how I can lead them to their desired outcomes.
- Use my social media to start conversations rather than just post. Instead of focusing on flashy posts or reels, create "hand-raising" posts that directly address the specific problems or desired outcomes of my audience.
- Build potential leads by offering referral commissions to my network. Support is more likely to come from people who care about me and who can act as powerful advocates for my business.
- Craft a focused checklist based on my clients' responses. Strategize how I can summarize problems, call to action, handle objections, ask follow-up questions, and request referrals.
- Record sales calls. This allows me to focus on my prospects. Use call recording tools like [Gong](#) or [Otter](#) so I can be fully present, and review transcripts afterward to improve my process.
- Systematically follow up with every sales conversation. Treat every lead the same, whether they buy or not, and enter details into my CRM.
- Commit to consistent action through content creation, reaching out to contacts, and refining my offers. Success often comes from persistent and consistent effort.
- Connect with Tiago Faria via email at tiago@tiagofaria.pt to work with and learn from him. Book a free call directly at tiagofaria.pt/call.