

Grow Your Audience With Remarkable Content

10 Point Checklist

Brian Clark

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 take
your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**

**“No matter how great you are, if you're off the mark on
the problems and desires of the people you're trying to
reach, it's simply not going to work.”**

BRIAN CLARK

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.**

- You don't have to rely on advertising revenue and sales to become successful. Create a community and add massive value to your followers, and the sales will come naturally.
- Great content marketing is giving away information worth paying for. Find the appropriate value of your target audience, and build information around that demographic to give away.
- Check out the Free Resources on Copyblogger for more ideas on how to create compelling content and grow your audience!
- Don't use great headlines to attract people to mediocre content. If you let people down, they won't want to come back.
- Your goal from a headline to the end of an article is to get someone to read the next sentence. Remove information that is unnecessary or that isn't adding value.
- To create an incredible headline, ask a question that the reader can't answer without reading the article. They will be compelled to click.
- The secret to a successful marketing campaign is to think outside the box and create something remarkable. What can you create that people don't already know or have?
- You can take a stand without being too controversial. Speak your mind and your truth to the people you want to attract, but be sure not to go overboard-unless you're looking to attract that very specific type of customer.
- Read Advertising Secrets of the Written Word by Joe Sugarman-it's Brian's favorite copywriting book.
- You can fail by being afraid to ask for the sale just as much as you can for asking for it too soon or too often. Be strategic with your call to actions.