

Build Your Business With The Strength Of The Parthenon

Transcript and 10 Point Checklist

Jay Abraham

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a full transcript of this episode, as well as 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**



"Parenthetically, in business, most people just want to do business...They just want to make money. A preeminent entrepreneur only sells people what will be the very best service at the time and for the purpose."

JAY ABRAHAM

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.

- Try out a pay-for-performance model with your clients, or even with your own contractors - that way you are on the same side.
- If you want to be preeminent in your field, start investing in your client even before they invest in you - find out how you can bring them the utmost value.
- Find out what truly motivates your client, get to the bottom of their heart and soul and what they want to accomplish.
- Never sell the client more or less, or less quality, than is absolutely the best for them.
- Stop referring to your clients as customers - you should think of them as someone you guide, not sell to (hint: using the term “clients” is much better)
- Diversify among your major selling points, so that if there are major changes in one particular source, your business will stay supported by the others.
- Stop focusing solely on acquiring new clients, and start making sure the clients you have are as valuable as they can be.
- Enter a new market, create a new product, acquire a company in your field – all ways to grow your business
- When working with a consultant – be actionable, not an passive listener, so that you actually see the results you are learning about
- Go to Abraham.com for a plethora of amazing free materials.