

Build and Deliver the Most Powerfully Persuasive Presentations of Your Career

10 Point Checklist

Dustin Mathews

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**



"Your client wants you, find a way to work with them."

DUSTIN MATHEWS

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.

- Do a thorough research about my audience before creating my presentation. I should know who I am speaking to if I want to get a positive response.
- Be clear on my product or service's benefits. Write them in bullet form and be very specific so that I can remember them easily during my presentations.
- Structure the words I'm using in the most appealing way. For example, instead of using "workbook", "action guide" sounds better.
- Always include some sort of visual component in my presentation. Visuals like video can elicit a stronger, more convincing buying response in audiences.
- Include a giveaway that is quick and concise like a checklist because people love shortcuts.
- Send tangible items as a bonus to my attendees. These can be anything from a book I wrote to a USB that contains my short course.
- To avoid returns/refunds, add more value and personalization by doing a quick start call or strategy session with my new buyers.
- Have genuine human interaction when making a sale. Be in the business of building customer relationships not one off sales.
- Create limited offers to give my attendees a sense of scarcity and help me determine which one of them are hot leads.
- Include these 5 components in my presentation: the intro, story, offer or solution, body or teaching content, and the close.