

Creating an Online Business That Runs Without You

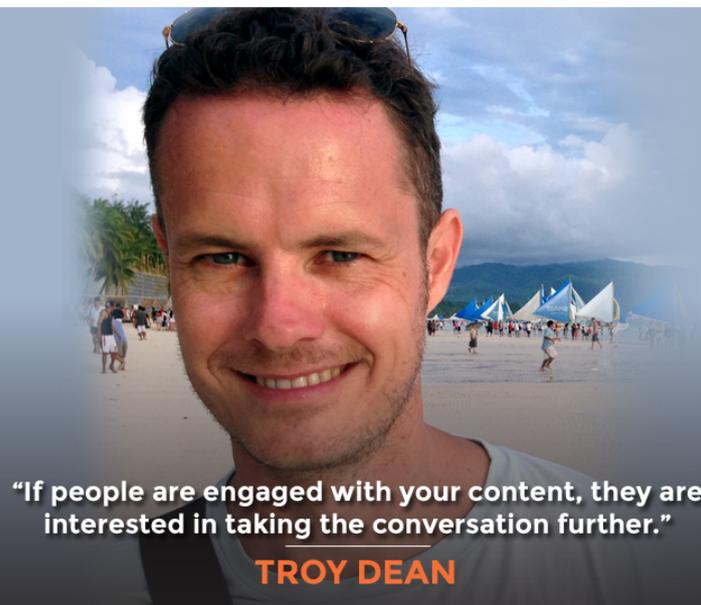
10 Point Checklist

Troy Dean

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**



"If people are engaged with your content, they are interested in taking the conversation further."

TROY DEAN

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.

- Document and organize my company's processes and systems. In addition to being a point of referral, it can also be a source of intellectual property.
- Only introduce a new form of technology after it's proven to work. I should undergo research and beta testing with my team before I launch.
- Use a membership site to present my course. Divide it into several sections with video tutorials and worksheets. This will allow me to save time by reaching people all at once.
- Provide valuable content throughout my course in the form of video tutorials, eBooks, checklists, templates and more.
- Don't disregard students once they sign up. I need to work with them and help them finish the course once after they purchase the content.
- Aim to build a strong online community. I should produce valuable content with intention and consider its impact on others.
- Make my course fun and exciting for by gamifying my strategy. Creating weekly challenges can make my students more motivated to finish the course.
- Use excelling students to my advantage. Incentivize them to inspire everybody to work hard and excel in the course.
- Make it clear that my course is not a short-term investment. Like any other business, it takes about two years for someone to master it.
- Use online tools that can help me easily create and manage my online course. Recommendations include [Infusionsoft](#), [Memberium](#), [BuddyPress](#) and [LearnDash](#).