

# Outside the Box Ideas that Lead to Extraordinary Results

## 10 Point Checklist

**Doug Allen**

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**



**"My vision was to have people with different points of  
view getting together to do good in the world."**

**DOUG ALLEN**

# 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.**

- Find my gift and work to improve my skills. Train myself enough so that I can share my gift with the world.
- Have a big enough reason to stay motivated at work. There's little chance of me giving up if I have a strong foundation and do what I love.
- Build a strong connection with my audience. Ask myself what I can say to make people say "me too" before I give a live or recorded presentation.
- Know fine details about my audience. Base my script on this information to create an authentic, instant bond during my presentation.
- Speak from the heart and don't overanalyze my words. This will help make the experience more natural for my audience.
- Give everything I have and help people out as much as I can. This will make people more cooperative and willing to do favors for me.
- Don't let my emotions get in the way of doing business. Understand that hate and failure are a part of the game and they shouldn't affect me.
- Master the Proactive Formula to turn situations around. Pause, be aware, and refrain from taking immediate action.
- Strategically use LinkedIn's Who's Viewed Your Profile feature. Create a targeted description and view prospects' profiles to make connections.
- Utilize [Dux-Soup](#) on LinkedIn. I can view specific profile demographics and make faster connections through this tool.