

**CHRIS GREEN**

# THE ULTIMATE MARKETING CHECKLIST

**101 Marketing Essentials  
Every Business Owner  
Must Get Right**

**BUSINESS UNLEASHED**

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**“The Power of an Idea is in  
its Implementation”**

## **Introduction**

If you are anything like most business owners, you are probably pretty good at what you do. You just find yourself banging your head against the wall when it comes to marketing what you do.

And that is where the Ultimate Marketing Checklist comes in...

Whilst it doesn't cover absolutely everything you need to 'Get Right' when it comes to effectively marketing your business, it definitely hands you a slew of tried, tested and proven areas to consider.

And if, as you go through this checklist, you discover important areas in your business where you know you need to be doing something but don't know how to start, or who to ask for help, please don't hesitate to contact us.

We offer a range of "Done-for-You" services and packages that address many of the most vital and important issues raised in this checklist.

And for any area that we don't cover, we have a vast network of professional contacts and will gladly refer you to others who we believe can help you.

Don't fall into the trap of "Marketing in Isolation" like so many others do.

Your questions, comments, feedback and suggestions are warmly welcomed and deeply appreciated.

We are here to help you!

All you need to do is ask...

*"A single conversation with a wise man or woman is better  
than ten years of study."*

***Chinese Proverb***

## 1. AdWords and Pay Per Click Advertising.

You can literally start seeing targeted traffic and sales within 5 minutes IF you have the right product or service and you have a good sales funnel in place.

If you don't, you can lose your shirt with AdWords and PPC. Don't even think of spending money in this area unless you understand direct response marketing [or hire an expert who does].

### Action Steps:

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## 2. Affiliates

Does your product or service lend itself to have an affiliate program? If so, you could be leaving a small fortune on the table by not having one.

**Things to Keep in Mind:** Use a good platform, always, always, always, pay your affiliates on time and in full and for goodness sakes, give them the right tools to sell for you:

- Reports
- Training
- Incentives
- Decent commissions
- Webinars
- Banners
- Promotional Copy
- Emails

**HINT:** The more you equip your affiliates; the more they will sell for you.

### Action Steps:

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### **3. Afformations!**

Are you using Noah St Johns Audio Afformations to constantly get great ideas for your business?

**NOTE:** We don't mean "Affirmations" but Afformations. Ask us about this!

**Action Steps:**

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### **4. Amazing Impossible-to-Resist Offers!**

Stop and take a long, serious look at your offers. Are they truly amazing? Are your offers filled with benefits? Are they compelling? And if not, what are you going to do about it?

**Action Steps:**

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### **5. Are You Answering the WIIFM?**

Literally every single client you will ever encounter is going through life listening to an FM Radio Station. And before any of them will give you a penny of their hard-earned money, they want you to answer the one-all-important question that is in their mind.

The call sign of this universal radio station is *WIIFM* and it stands for: "*What's In It For Me?*"

*You ask yourself this question hundreds if not thousands of times a week.*

And if you know how to answer this one question correctly, [95% of business owners don't have a clue] then, so long as you have a good product or service, you can build a license to print money.

But if you fail to answer this question, you will always struggle to reach your full profit-potentials.

**Hint:** Most business owner's think that the best way to answer this all-important question is with features.

And so their sales materials read like chloroform in print.

But, they think: "All my competitors advertise this way. It must be right..."

They are wrong. In fact, there is an adage in marketing that says:

**"Features TELL But Benefits SELL"**

Need help answering the WIIFM? Let's speak!

**Action Steps:**

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## **6. Anticipate Objections And Have Some Answers Ready!**

This one is simple. The more you can address and prospects 'areas of concern' the easier you will be able to sell to them.

Never ignore objections or brush them aside.

Be the person/people who welcome and address them. People will love you for it.

**Action Steps:**

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## 7. Apps!

Does your business need an app? One business that I know of has seen over 120 MILLION Downloads of theirs.

Can you imagine what that has done for their business?

### Action Steps:

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## 8. Articles!

Well-written 7 to 10 point articles, designed to help your prospects find simple solutions to their problems, can quickly and easily position you as the go-to business in your niche.

**NOTE:** Article marketing is far from dead! It just needs to be done the right way.

|   |
|---|
| <p><b>HINT:</b> Stuck? Let's talk! We have an amazing [but ultra-simple] suggestion that can help you get the very best possible results and reach from every article you create... ☺</p> |
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### Action Steps:

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## 9. Autoresponders

There is a saying in the online world: “The Money is in the List” This is very true. Are you building an opt-in email list that you can promote your offers to?

|      |   |
|------|---|
| WARN | Done correctly, building an opt-in list for your business can be one of the most powerful and cost-effective marketing steps you can every possibly take. |
|------|---|

Don't ignore this but equally important, don't 'Jump in at the deep end' without knowing what you are doing.

You could end up in breach of the **CAN-SPAM** act and face some serious fines.

If you need help in this area, please contact us. We can not only point you in the direction of several great autoresponder services, if you need us to, we can also help you with the entire process of creating a direct response marketing funnel – including creating your 'Landing Pages' setting up your newsletters and writing your email messages.

### Action Steps:

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## 10. Banners!

Consider banner advertising on websites, forums, directories, social media platforms and blogs where your target market hang out online.

### Action Steps:

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## 11. Blogging

Not every business needs a blog but if yours does, you would be crazy to ignore the phenomenal benefits a good blog can bring to your business.

**NOTE:** We offer a complete, done-for-you ‘Blog Creation service’ just ask if you want more information.

### Action Steps:

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*“I started blogging again in December. In January I had 20,060 page views – without spending a penny in paid advertising. Somebody please kick me for not starting sooner!”*

**Chris Bloor**

## 12. Have You Hired A Bookkeeper?

This is a ‘Pet Hate’ of so many business owners and so they foolishly leave everything to the last minute and end up flying blind.

### Action Steps:

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## 13. Books!

Review and blog about them, read them, listen to them [audio books] implement them and write them! Entrepreneurs consistently educate themselves. They never consider themselves to have arrived but are constantly learning.

**NOTE:** We can introduce you to some brilliant people if you need help writing a book.

**Action Steps:**

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**14. Boot Camps!**

If your business lends itself to boot camps, by all means hold them! Done correctly, they are an utterly brilliant way to build a tribe, bond with your clients, bring in expert guest speakers and... make a small fortune in just a few days.

**Action Steps:**

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**15. Branding!**

Does your business brand work for you or against you? Do you have a good logo? And a professional looking website? Do you have impressive, quality-stock business cards?

**Action Steps:**

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**16. Do You Have A Business Coach?**

Literally every successful athlete in the world has a coach holding him or her accountable to excellence. It makes perfect sense - doesn't it?

The Right Business Coach Can Benefit You In So Many Ways:

- Show you how to spend less time working in your business and more time working on it
- Help you establish better business processes
- Inspire more focused marketing strategies
- Give you clarity as to where your business is heading
- Help you implement proven systems resulting in less stress
- Increased sales
- Better cash flow
- Higher profits

Just to name a few...

**Action Steps:**

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**17. Checklists!**

Are tried and proven tools to attract new customers [they make awesome marketing and lead generation gifts].

The right checklist can also help to position yourself as the experts and people of choice in your niche...

They can help you complete projects on time and dramatically improve your time management!

**Action Steps:**

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**18. Circle of Life Marketing**

[Strategic Alliance Partners] Have you made a list of all the businesses that have your clients BEFORE and AFTER you do?

Are you introducing THEIR offers to YOUR clients?

**HINT:** With a little bit of thought and energy, you can create your very own referral network and massively value add.

**Action steps:**

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## **19. Classified Ads with a Twist**

If you have a winning Google advert, try using the same ad in the classified section of a popular national or local newspaper.

This works very well when it comes to things like Webinars and Lead Generating Reports. And you have the added benefit of less competition. It helps you mine offline gold with an online shovel as you send people to your website to get their Free Report.

**Action steps:**

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## **20. Content Marketing!**

Articles, videos, webinars, graphics, whitepapers, webinars, checklists and lead generating reports can bring you targeted and on-going exposure in your niche.

**Action Steps:**

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## 21. Hire a Proven Emotional Direct Response Copywriter!

Have YOU written simple sales letters that have been responsible for millions of dollars in combined sales?

Do you know all the right emotional buttons to push to make your prospects stop, pay attention and take action now?

If not, then why on earth would you risk this vital area of your marketing program by just trying to do this yourself?

Let's say you needed an important operation, you wouldn't dream of trying to do it yourself, would you?

**FACT:** Good copy can make or break your marketing. Don't leave it to chance.

### Action Steps:

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## 22. Corporate Image

The key is professional and consistent.

For example, don't send people to a website that looks NOTHING like your business card and letterheads and don't use tacky clip-art images.

If you have employees do they have uniforms and a dress code?

Do you have a '*Code of Conduct*'?

Look the part and act the part to make the sale!

### Action Steps:

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## 23. Creating Viral Content

Videos - checklists - info-graphics, interviews and social media.

**NOTE:** Not easy but if you get things right, you can literally get millions of eyeballs looking at your website!

### Action Steps:

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## 24. Customer Demographics!

Age, education, marital status, buying habits etc. this information can help you tailor much better offers.

### Action Steps:

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## 25. Customer Loyalty Programs

Do you have a program in place to keep in touch with existing clients, keep them coming back to you and encourage them to refer others?

### Action Steps:

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## 26. Diet & Exercise

Are you looking after you? Because no amount of money in the world will compensate if you lose your mental, physical or emotional health and wellbeing in the process...

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## 27. Direct Mail

Using simple postcards, fliers and sales letters can help you reach more people than you can imagine. What are you doing with direct mail?

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## 28. Email Marketing

The beauty of email marketing is that, if it is done right, you can literally place your prospecting and follow-up on autopilot.

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## **29. Expert Guest Columnists**

Having these on your website, blog or Facebook page/group is a fantastic way to tap into leverage to reach more prospects.

### **Action Steps:**

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## **30. Facebook!**

Almost 1.5 Billion People and counting! Unless you are a hermit – get your business on Facebook!

### **Action Steps:**

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### **31. Facebook Groups!**

Hands down one of the most effective ways to ‘Build a Tribe’ online IF your business is suited to it and as long as you are willing to invest serious time.

**Action Steps:**

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### **32. Finding Viral Content**

Content such as videos, info-graphics, whitepapers, resources etc. There is an endless supply of content you can share and embed on your business blog to encourage people to bookmark it and come back often.

**Action Steps:**

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### **33. Follow Up!**

Just look at these shocking follow up facts:

- 48% of sales people never follow up with a prospect
- 25% of sales people make a second contact and stop
- 12% of sales people make more than three contacts
- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- **80% of sales are made on the fifth to twelfth contact!**

**Action Steps:**

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**34. Going the Extra Mile**

This is something nobody can teach you. It is more of a heart commitment. Are you really determined to ‘Go the Second Mile’ in your customer and supplier dealings?

**Action Steps:**

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**35. Graphic Design!**

How many times have you visited a website, eBook cover or looked at a business card and thought: “This looks VERY unprofessional?”

The crazy thing is that it is nowhere near as expensive as you would imagine to have great looking images created for your business.

**Action Steps:**

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**36. Have A Creative And Clear Answer To “What Do You Do?”**

**Action Steps:**

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### **37. Health Plan!**

You know how you won't get far without a business plan? Well the same is true when it comes to your health. Good health seldom just happens.

You have to plan for it and implement specific behavior patterns.

#### **Action Steps:**

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### **38. Hiring the Right People!**

According to a study done by Harvard Business School, up to 40% of business failure is down to hiring the wrong people!

Do you know what you need to do to find, hire, motivate and keep the right people for your business?

#### **Action Steps:**

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### **39. Ideal Client Profile!**

Do you know your ideal client? Because it really does make all the difference in the world!

#### **Action Steps:**

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## **40. Implement Ideas!**

Stop for a moment and consider your car keys. You could hold them in your hand and stand on a busy street stopping every single person who walked by.

You could say to them: “Look! These are my car keys! These help me start my car and make it go!”

You could stand in the street doing that for a month of Sunday’s but NOTHING would happen until you use those keys to open the car, put them in the ignition and actually USE them.

Ideas are exactly the same!

*“The Power of an Idea is in its Implementation!”*

### **Action Steps:**

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## **41. Increase The Number Of Transactions!**

What are you doing to encourage repeat purchases, referrals or upsell existing clients?

### **Action Steps:**

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## **42. Increase Your Prices!**

Can you value-add and increase prices? This is something that can improve your bottom line literally overnight.

**Action Steps:**

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### **43. Increasing Frequency of Referrals!**

Do you have systems in place to generate referrals? Imagine what a difference it would make if you did and started to see 20% of your existing clients sending you just 2 new sales each year...

**Action Steps:**

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### **44. Increasing Number of Upsells!**

I LOVE upselling! You can upsell to higher-priced items/services, warranties, accessories, inner-circles, deluxe models, one time offers etc.

The list is virtually endless!

**Action Steps:**

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### **45. Increasing Number of Down-Sells!**

You might have seen this on some websites – where when you click away, you are invited to remain on the page and are presented with another [less expensive] offer? I know people who recently added 182 subscribers to their newsletter simply by adding a subscribe form and a special offer when people clicked to leave a spate promotion.

Think of that... it cost them nothing and now they have 182 additional people to market to!

**Action Steps:**

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**46. Are You Using Instagram?**

**Action Steps:**

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**HINT:** You absolutely **MUST** ask us about this!

**Action Steps:**

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**47. Expert Interviews!**

Expert interviews are one of the fastest ways to get ‘Credibility by Default’ and to reach a larger market share.

**NOTE:** If you approach people the right way, you will find they are often very willing to be interviewed.

You can use a digital voice recorder, a smart phone, iPad, Skype, conference call service, or if you want exceptional quality a GoPro Hero camera.

Interviews rock! Just make 100% certain you are prepared!

**Action Steps:**

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## **48. JV Partners!**

The right Joint Venture Partners can bring you traffic and sales.

Not only that, you can build solid business relationships that last for a lifetime...

Always be sure to have clear agreements in place and... if in doubt ask for references and “Google” the individual’s name.

### **Action Steps:**

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## **49. Lead Generation Systems!**

Effective lead generation doesn’t just happen. It involves systems, tracking and measuring and lots of fine-tuning and split testing.

### **ACTION STEPS:**

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## **50. Link Tracking**

This is essential if you are doing any kind of affiliate promotions or PPC.

### **Action Steps:**

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## **51. LinkedIn!**

Has been called “Facebook for Business Owners” Are you using it to grow your business?



**NOTE:** Ask us about some great training courses.

**Action Steps:**

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**52. Logo!**

Do You Have a Professional Logo? One that people can recognize when shown as a small size?

**Action Steps:**

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**53. Are You Using Lumpy Mail?**

[See [www.LumpyMail.com](http://www.LumpyMail.com) for ideas]

**Action Steps:**

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**54. Make Your Bonus the Product!**

The idea behind this is to make your bonuses so good in their own right that people will buy your product or service, just to get access to your bonuses.

**Action Steps:**

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**55. Marketing Audit!**

Ask us about our comprehensive marketing audit that will help identify the specific things you need to know and do to get the marketing right in your business!

**Action Steps:**

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**56. Masterminds!**

Are you in any Mastermind groups or Inner-Circles where you can network and share/receive insights, ideas and feedback from other business owners?

**Action Steps:**

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**57. Membership Websites!**

Are you a member of any online communities, Facebook or LinkedIn Groups designed to help you market your business both online and off?

**Action Steps:**

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## **58. Mind mapping!**

Is one of the most life-changing ways to successfully grow any business – not to mention keeping your team focused and on track...

### **Action Steps:**

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## **59. Networking Events!**

Are you attending networking events to meet and create JV's with other business owners?

### **Action Steps:**

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## **60. Offer Funnels!**

Don't just make offers 'on the fly' instead, sit down and create specific offer funnels!

### **Action Steps:**

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## 61. One-Time Offers!

You might not like them but they exist for a very good reason – they work!

### Action Steps:

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## 62. Other People's Traffic!

This is where you position your offer in front of someone else's traffic or list.

An Example: A friend of mine offered a lead generating report to a list owner. Inside the report, he invited people to connect with him on Facebook. As a result, he added 1,200 new contacts in 8 days!

### Action Steps:

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## 63. Outsourcing!

Are you outsourcing various tasks to free yourself up to focus on more important tasks?

### Action Steps:

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## 64. Postcards!

Simple postcards can be very effective lead generation tools. Just remember the idea is to either advertise a special offer or to get people to contact you for more information.

### Action Steps:

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## 65. Proactive Accountant!

Choosing the right accountant can make you feel like you just discovered the goose that lays the golden egg.

In my own experience, they are few and far between, but if you find a good one, he or she will be worth their weight in gold.

### Action Steps:

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## 66. Product Launches!

If you are selling digital products/courses then the right product launch is must. It can spell the difference between mediocrity and astounding success.

**NOTE:** If you need help in creating a product launch, ask us.

### Action Steps:

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## 67. Proposals that Give Ownership!

Most proposals or quotations are extremely monotonous, mundane and uninteresting. Is it any wonder that many business owners struggle to see people respond?

**HINT:** There is a way to create proposals that hands potential clients “Ownership” of what is on offer.

### Action Steps:

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## 68. Quality Images!

Do you realize how unprofessional and incompetent it makes you and your business look when you use tacky, poor-quality images on your website?

### Action Steps:

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## 69. Referral Program

Are you asking for referrals from new, current and past clients? And do you have a specific system in place to make sure that this happens?

### Action Steps:

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## 70. Risk Reversal Guarantees!

EXAMPLE: A Pizza Restaurant in Australia told potential diners, “We Serve Bigger, Better-Tasting Pizza With DOUBLE the Topping of the Chain Stores Or It’s Free!”

### Action Steps:

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## 71. Run a Competition!

One marketer wanted to see more people attending his seminars so he offered a very special prize: every attendee would go into a draw to win a brand new car. He saw thousands attend his events as a result!

**NOTE:** You don’t have to give a car away! Stop and think: “What would be a prize that my target market would really appreciate and get motivated by?”

### Action Steps:

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## 72. Sales Funnels!

It never ceases to amaze me how people are content to just ‘Wing It’ when it comes to their sales funnels. In reality, a good funnel can spell the difference between abject poverty and laughing all the way to the bank.

### Action Steps:

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### **73. Sales Letter Graphics**

Simple sales letter graphics can boost readership and increase response. Are you using them in your sales copy both online and off?

**Action Steps:**

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### **74. Sales Training!**

Have you and everyone involved in selling your products and services received professional sales training?

**Action Steps:**

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### **75. Sell Things In Packages!**

This is one of my own all-time favorite marketing ideas. If you can make a Silver, Gold and Platinum version of your product or service, you can increase sales overnight.

**Action Steps:**

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### **76. Seminars!**

Are an utterly brilliant way to 'position' yourself as an expert, attract a large crowd to speak and sell to at one time and to create quality content out in the process [Video and audio]



**Action Steps:**

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**77. SEO**

We personally recommend paid advertising over SEO.

This is because Google can and do change their algorithms regularly and each time they do, hundreds of thousands [if not millions] of websites lose their search rankings.

**NOTE:** We do recommend 'On Page' SEO.

**Action Steps:**

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**78. Sleep!**

Are you getting enough sleep? Because if you aren't, then your business, your health, your relationships and your decision making ability can definitely suffer as a result. [Not to mention your bank balance!]

**Action Steps:**

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**79. Social Media**

Only a fool would ignore social media.

**Action Steps:**

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**80. Systems!**

A wise man once said: *“You need two things to create, grow, manage and maintain a successful business: Systems to run your business and People to run your systems!”*

A good question to ask yourself is: *“On a scale of 1 to 10, how much can I honestly say I have a systems-driven business?”*

It would be no exaggeration to say that your diligence in this area can make or break your business...

Systems not only make your business run smoothly, they make it much more attractive to a potential investor or buyer.

They also make training new employees a whole lot easier.

Don't ignore your need for systems!

**Action Steps:**

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**81. Team Members!**

You are not Superman [or Superwoman]. You do not possess some amazing magical power that lets you do everything under the Sun.

So quit trying. Hire the right people for your team. Consider getting rid of those who are dragging you down.

**Action Steps:**

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## 82. Testimonials!

There is a saying in direct response marketing circles: *“Facts TELL but testimonials SELL!”*

Are you collecting testimonials from satisfied clients? [Written audio and video format]. If not, start immediately!

**Action Steps:**

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## 83. Trust Seals

Put simply, if you are selling digital products, they work.

**Action Steps:**

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## 84. Twitter!

Should you be on twitter? A whopping 50 MILLION People were added in the last 12 months!

**Action Steps:**

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## 85. Upselling!

What could be YOUR version of “Would you like fries with that?”

### Action Steps:

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## 86. Use a ‘Comprehensive’ Marketing Strategy

One that pays serious attention to both online and offline marketing methods.

**NOTE:** The problem with most business owners is that their marketing strategy is anything but comprehensive.

### Action Steps:

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## 87. Video Courses!

Why should you use video? Because absolutely nothing has the power to convey emotion and connect with people quite like video can.

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## 88. Video Marketing!

Are you using Video Testimonials? VSL's [Video Sales Letters?] Doodle Videos?

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## 89. Viral Marketing

Are you using marketing methods that encourage sharing, tell-a-friend and referrals?

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## 90. Web Traffic!

Do you have a specific plan of action to drive targeted, ready-to-buy traffic to your website?

### Action Steps:

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## 91. Webinars!

Can be really powerful tools to reach more potential clients. You can also make them 'Evergreen' which means, you upload the file and make it 'Play on Demand' so your prospects can watch your webinar at a time that suits them.

### Action Steps:

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**92. Whitepapers!**

Google “Whitepaper [Keyword] and you will be amazed at the number of interesting whitepapers that are available.

**Action Steps:**

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**93. Words That Make Money**

Are your sales letters, calls to action and promotions using “Words that make money” or words that lose money?

**NOTE:** Ask us about our special report with over 10,370 words and phrases that sell!

**Action Steps:**

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**94. Workshops!**

People love to attend workshops that show them how to solve a particular problem.

**Action Steps:**

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**95. Write for Other People’s Blogs!**

Most website or blog owners are constantly looking for good content to share with their readers and visitors.

Odds are you will find them very receptive to any offer to provide them with quality content on a regular basis.

**NOTE:** you can even have that content ghost-written for you!

**Action Steps:**

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**96. Write Your Own Book!**

Authors enjoy almost instant respect.

**Action Steps:**

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**97. Your Personal Story**

You have a story people want to hear. Lessons learned and experiences you have been through – both good and bad. You just need to be you and start telling it.

**Action Steps:**

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### **98. YouTube**

YouTube provides an utterly amazing opportunity to build a tribe and drive tens of thousands of visitors to your website. And if you don't want to create videos, you can always advertise on YouTube.

**Action Steps:**

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### **99. Your Choices!**

Your choices in life and business have had a huge impact on where you are today. What choices can you make, based on what you have just discovered in this checklist?

And how serious are you about implementing them?

**Action Steps:**

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### **100. Your Vision is Absolutely Essential**

A friend of mine has a saying: "Vision Adds Value to Everything!" One of the big problems with so many business owners is that they lack vision.

At the end of the day, it is YOUR business. If YOU don't have a vision for it, why should anyone else?

**NOTE:** You should invest the time and effort to write your vision for your business down. Mindmap it. Review it often. Commit to it. Act on it.



**Action Steps:**

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**101. Congratulations on Completing This Checklist!**

You should now do 2 simple things:

1. Go through this checklist with a **yellow highlighter** pen and highlight the specific areas you think you should be doing something about.
2. Please ask about my 'Comprehensive Marketing Audit' as it has been created to help you quickly and easily identify the top 5 to 7 things in this checklist that you should consider implementing first of all.

It does this based on the strategies that are most likely to deliver solutions in your specific business situation.

SPECIAL OFFER

**Want to see a Proven System that Effortlessly 'Positions' YOU as the Business Consultant or Coach of Choice and Has Clients Lining Up to Hire You on the Spot?**

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