

## Here are the 10 THINGS you need to do for any successful marketing campaign.

- 1 Set an exact 90-day goal of where you want to be with your marketing.
- 2 Have an extremely clear customer avatar and the specific problem you are solving for them.
- 3 Create a list of 10 strategies that will help you achieve your specific goal. Use estimations for each of the possible options.
- 4 Sort the list of marketing strategies from #3 by which one will have the largest impact towards your goal within 90 days.
- 5 Do your first activity for 9 days.
- 6 Track EVERY day how the activity performed toward your goal.
- 7 On Day 10, spend 80% of your time doing a new activity and 20% doing the previous weeks activity for 9 more days.
- 8 At the end of day 18 evaluate which of the 2 options got your closer to your 90-day goal.
- 9 Spend 80% on the activity that was the most effective. Spend 20% on #3 on your strategy list. Stop doing whichever of the first 2 activities was least effective.
- 10 Repeat this process until 90 days and you hit your goal.

## The key thing to takeaway from the marketing checklist is to

- A Create a clear map of where you want to be
- B Prioritize your marketing options
- C Iterate and remove strategies that are not as effective
- D Spend the majority of your time on the activities that work