

61 Point Leverage Marketing Checklist

By Jay Abraham

Everything you do, internally and externally, has leverage within it. This leverage is usually under-recognized and underutilized. If you recognize the leverage points inside and outside of everything you do, and you conservatively experiment with multiplying the impact of your results, the yield of this leverage that naturally exists can be profound.

Here's a 61 point leverage checklist you can start using to maximize your yield:

1. When hiring people, ask yourself: "What can they teach me that I don't already know?"
2. Who is in your industry, left the company they were with, and they have superior knowledge and skill you could bring into your company either as a hire or consultant?
3. What are all the facets you're testing with your sales force? What else could be tested?
4. Have you tested multiple different variables? Different ways to open a relationship? Different ways to advance the relationship?
5. Have you tested a multitude of sequential communications that involve call, letter, email, text and more?
6. Have you tested different messaging to reach people that is value-based or provocative, sustainable, progressive communications that can be built on?
7. When communicating with someone, do you test different premises, propositions and preemptive ways of addressing issues ahead of time?
8. In what ways are you defining, distinguishing and delineating your product/service/company/people?
9. Have you tested what you can do to accelerate the purchase?
10. Have you tested what you can do to upsell the purchase?
11. Have you tested what to do after the purchase?

12. Have you tested making arrangements with other people who have additional and/or complimentary products and services?
13. Who might be someone that would endorse you to their list or that would be an influential advisor who would recommend you?
14. How can you make the media you use more high yielding?
15. Can you move your media cost from fixed to variable?
16. Can you use barter instead of cash to get your media and thus reduce your cost of acquisition?
17. Where could you put incentives or bonuses to increase your yield?
18. What have you done to make your database provide more performance yield? Have you looked at better lists? Endorsements? Sub-strata's within your lists?
19. In what ways are you continually optimizing and maximizing the 3 ways to grow a business? How have you built your Power Parthenon? Have you built multiple impact and access points? How many do you have working for you?
20. How many referral strategies do you currently have in place?
21. Where are all the places and activities in which you are embedding the Strategy of Preeminence?
22. How many of the 21 Power Principles are you utilizing?
23. How many of the 34 X-Factors are you utilizing?
24. Are you continually looking at the 9 Sticking Points and engineering breakthroughs for each?
25. How many Relational Capital strategies have you applied? What's your method and system for continually engineering Power Partnerships and Joint Ventures?
26. How are you using your time? Your ability? Your opportunity cost?
27. How many different sources have you tested for your online (and offline) marketing?
28. How many different headlines, copy points, positioning elements, etc. have you tested?

29. How might you go to your competitors and try and buy their non-sold prospects (or even buyers)?
30. How much earned media are you trying to get?
31. What value to you create above and beyond your competitors?
32. Once you get a buyer, how do you enrich the relationship with that buyer after they have purchased?
33. What do you do that is extraordinary for your buyers? Do you contribute other things? Do you speak differently to them? Are there areas you're taking them for granted? Or do you relish them and treat them special? Do you really and truly, in a preeminent way, fall in love with them?
34. Do you look at categories of buyers and analyze where they came from to see what unique correlations and implications exist?
35. Do you have anybody on your list that is influential or has influence?
36. Are you leveraging testimonials and success stories?
37. Are you getting quotes from people to reaffirm to other people what you do?
38. How could you leverage thought leadership locally, nationally or in your industry?
39. Are you really working on distinguishing yourself and your business? How?
40. Can you make your communication style and voice distinctive (or more distinctive)?
41. Are you exploring and testing new access vehicles to your market?
42. What allocation of your budget is set aside for trying wild, innovative things?
43. Who is a non-competitive mind in your field that would be valuable to sit down with / call / talk to?
44. Do you study all of your competitors sales material, sales approaches, marketing approaches, websites, communications, etc.?
45. How could you make arrangements with conference providers to get the rights to video or audio and use segments to give away as value-added to your market?
46. Do you form your own mastermind group in your community with non-industry successes you collaborate with and discuss problems and opportunities?

47. How are you leveraging the frontend and backend of your business?
48. What can you do to make it easier to start the relationship?
49. What would happen if you added one more dimension of purchase revenue that was more expensive and advanced at the end of the purchase cycle?
50. Who's bigger problem can be solved by figuring out how to solve your problem?
51. What can you do that blows people's mind?
52. Are there people in other markets that have produced selling, marketing, operational, cash flow, production, fulfillment processes that are better than you, that you can find and license from them? Do you have things you can license to other people?
53. How do you leverage everyone else's knowledge base?
54. How do you leverage everyone else ethically? How do you leverage your team?
55. How many different ways are you using to bring in prospects and first time buyers?
56. How many different ways are you trying to ethically improve the sale?
57. If you don't have products or services to add, how many ways are you trying to find them? How many products or services have you acquired? Are you adding one more product every year?
58. How many ways are you trying to continue the sale?
59. Are you looking at all the performance metrics of everything and everyone?
60. Are you adding one more market every year?
61. Do you acquire one competitor, or acquire a complimentary business, every year on an earn-out basis?

I hope this checklist helps you see just some of the options you have available. Start thinking about the highest and best use of your time, ability, organization, access and get maximum ethical leverage from every facet you have going on both internally and externally.