



A Checklist For OTR Success

- Create more value for people
- Have a clear and helpful onboarding process
- Record audio and video content
- Start a podcast
- Have written content (blog posts, transcriptions, e-books)
- Accompany each podcast episode with a blog post
- Practice good SEO
- Post video content on Youtube
- Post video content on Facebook
- Get speaking engagements
- Screen/approve affiliates before taking them on
- Encourage peer-to-peer contribution in your paid community
- Hire a team to lighten the load
- Have regular reporting of the key metrics in your business
- Keep on learning
- Have a presence on social media
- Get an app made for your business

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