



Action Planner

BY PC HANDYMAAM LLC

Step 1: Claim Your Business On Google

RESOURCES NEEDED

- mail.google.com
- business.google.com
- drive.google.com
- _____
- _____
- _____
- _____
- _____
- _____
- _____

GOALS FOR TODAY

- Sign up for Gmail
- Claim/Add Your Business
- Sign up for Drive

INSPIRATIONAL QUOTE:

“Whether you think you can, or you think you can't--you're right.”

Henry Ford



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Step 2: Gather Your Resources

THINGS TO DO

- Create "Images" folder to store all business images in.

- Create "Documents" folder to store all business docs in.

- Create additional folders, as needed, to organize files.

- Design any logos and assets you don't have, but need.

- _____

GOALS FOR TODAY

Get your business documents organized on Google Drive

Gather all the image and document resources that already exist for your business.

Start fantasizing about what you want your website and brand to look like and feel like.

INSPIRATIONAL QUOTE:

"Learn from Yesterday, Live for Today, Hope for Tomorrow."

Albert Einstein



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Step 3: Research & Brainstorming

THINGS TO DO

- Create a spreadsheet for your Research & Brainstorm
- Create a new sheet for your Keyword Research
- Create a new sheet for your Competition Research
- Create a new sheet for your Resources
- Create a new sheet for your Ideas

GOALS FOR TODAY

Get focused on who your customers are and what they want from you.

Get a good list of keywords started.

Understand who your competition is.

Save any links that you may use again and again

Organize your ideas and vision. Keep adding to it!

INSPIRATIONAL QUOTE:

"With the new day comes new strength and new thoughts"

Eleanor Roosevelt



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Step 4: Manage your Business on Google

THINGS TO DO

- Verify your Business on Google

- Fill out all information on your Google My Business Page

- Utilize your documents and research for the page design

- business.google.com

- _____
- _____
- _____

GOALS FOR TODAY

Get what you have on Google My Business

INSPIRATIONAL QUOTE:

"It's never too late to be who you might have been."

George Elliot



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Step 5: Get the Word Out

THINGS TO DO

- Get Reviews on Google
- Get a Facebook Business Page/Group
- Sign up for Instagram
- Sign up for Twitter
- Host an Event
- Educate with a blog or frequent social media posts
- Run a Google or FB Ad
- _____

GOALS FOR TODAY

Create an action plan for future engagement with your customers

INSPIRATIONAL QUOTE:

"If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you.

Steve Jobs



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Today's Focus:

THINGS TO DO

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

GOALS FOR TODAY

INSPIRATIONAL QUOTE: