

MORE VISIBILITY, MORE PROFITS

CHECKLIST



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Table of Contents

CHECKLIST 4

 Business Visibility Assessment 4

 New Networking Strategy 6

 Brainstorm 7



CHECKLIST

Business Visibility Assessment

- I have reviewed my business and noted both changes and constancies in my:

- Mission
- Decisions
- Principles
- Priorities
- Needs
- Challenges
- Skills
- Gifts
- Other _____

- The bends in the road have taught me:

- How I have changed
- Who I am today
- Why I do what I do

- My unique specialty and gift is:

- I help people who:

_____by_____

- I have a Title for myself that reflects what I do, and it is one that I can be proud of and live by:

- I have taken inventory of areas I need to brand, tweak or update, including:
 - My website design/theme
 - Its main message
 - My “About” page
 - My Profile photo
 - My calls to action
 - My products and packages
 - My blog
 - My logo and company colors
 - My social profiles and summaries
 - Other_____
- I am using a cutting-edge theme
- My theme is 100% responsive, in accordance with Google’s new requirements
- I have tested my theme’s mobile responsiveness using Google Webmaster’s “Mobile Friendly” test page:
(<https://www.google.com/webmasters/tools/mobile-friendly/>)
- I ensure that my home page:
 - Contains a strong main message and call to action
 - Contains no distractions or extraneous content
 - Will not lead people outside my site (unless it is to a landing page or offer)
- I have created a schedule and strategy for keeping my website updated:
 - Plugins
 - My theme
 - Content
 - Blog posts
- I have created a schedule and strategy for tracking:
 - Visitors
 - Bounce rates

- Locations visitors came from
- Click-throughs
- Sales

- I have made sure my "About" page only contains information relevant and interesting to my ideal visitor

- I am asking people to share my:
 - Posts
 - Links
 - Website
 - Resources
 - Other_____

New Network Strategy

Create my stronger strategy to attend live and online engagement, to include:

- Attend live events
- Host live events
- Make videos, podcasts, webinars
- Blog
- Be present on social media at my ideal audience's preferred time
- Provide feedback
- Share resources and links
- Feature clients and subscribers positively on my website and in emails
- Regular email follow-up
- Answer questions
- Obtain testimonials
- Seek interviews
- Feature others in interviews
- Other_____

- I have created a schedule and plan for networking with my niche circle on a regular basis

- I am creating enough content so that people can always find quotes in my material
- I am tracking who uses my content
- I am tracking social network activity
- I have outsourced tasks to specialists to help me maximize my visibility and take advantage of their unique skills, talents and experience
- I have created a Media Section on my website
- I have created or outsourced a professional single-page Media Kit
- I have placed “grab-and-go” facts, resources, archived relevant content and current photographs in my Media Section for journalists, interviewers and JV partners
- I have joined a local Toastmasters International chapter, to develop my public speaking skills and confidence
- I have decided whether or not to write:
 - A signature book
 - An entire book series
 - No book

Brainstorm a topic that:

- Showcases my specialty skills
 - Aligns with my mission
 - Is urgently wanted by my ideal audience
 - Is unique (or gives a unique twist to a popular topic)
 - Other _____
-
- My book title is:

-
- I am committed to writing _____ words per day
 - I have made a promise in my book—and I have stopped when that promise is delivered
 - I have joined a Writer’s Group or Kindle Challenge
 - I have approached relevant niche influencers or celebrities and asked one to write my book foreword
 - I have made a promotional plan

- I have decided on a goal for my book (e.g. “increase visibility” or “gift for new subscribers”)
- I have made an active plan to seek guest interviews, attend events—and be seen with niche influencers
- I am keeping my focus on my main goal for raising my visibility
- I have explored adding or expanding packages and promotions to raise my profits
- I am reciprocating and giving back as much as I receive in the way of attention, interaction, promotion, acknowledgement and validation
- I am looking forward to having a waiting list I can fill gaps from at any moment!



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