

# GROW YOUR BUSINESS *Checklist*

## *Business Set Up*

- Establish non-negotiable working hours
- Open secure file storage/sharing account (recommend Dropbox)
- Secure all passwords, 2 Factor Authentication on all accounts
- Hire Virtual Assistant (See Virtual Business Academy for details)

## *Branding & Attraction Marketing*

- Clearly Identify Brand
- Identify target audience
- Identify 3 most effective social media platforms to reach target audience
- Identify 3-4 topics or themes for social media content to attract target audience

## *Create an Offer*

- Create a unique sales offer
- Create a sales page
- Set up a payment collection service (i.e. Paypal, Stripe)
- Test sales offer
- Collect feedback from customers/product testers
- Collect testimonials

## *Create Freemiums & Lead Magnets*

- Develop lead magnets/freemiums
- Create mobile responsive web page for freemiums

## *Email Marketing*

- Set up CRM/Email Provider
- Create and test follow up email sequences for each freemium

## *Social Media*

- Create social media calendar
- Create a Facebook Like Page
- Create a Facebook Community Page
- Update digital equipment (smart phone, laptop, lights, portable microphone, upgrade storage)
- Live Stream Daily
- Batch create social media content for 3 most effective platforms
- Set up paid traffic to offers and freemiums (i.e. Facebook ads, Instagram ads, Twitter cards, etc.)