



SYSTEMS CHECKLIST

Once your systems are in place, or even as you're developing your systems and processes, you need to find a way to make sure that you are staying on track. It's very easy to get bogged down in the day-to-day 'doing' of your client work and not take time to step back and look at your processes from a bigger perspective. I like to do this at least once every quarter.

The first thing I review are my systems:

What systems do I have in place?

What systems do I need to develop?

What more can be done?

What can be done better?

What mistakes are happening?

If there's a constantly recurring mistake in your business, it's not usually the fault of the person who's doing it, it's the process. Finding that hole in the process will save that problem recurring and thus save a lot of wasted time and energy.

The second thing you want to look at is your marketing:

How many people are visiting your website? _____

How many people are buying your products? _____

How effective are your FaceBook ads? _____

Do you like to try a different kind of social media because your FaceBook ads aren't as effective? _____

How can you plan your marketing to make sure your marketing is reaching the right people?

Has your customer persona changed?

Are different people attracted to your ads than your customer persona? And, if so, do you need to adjust your persona? Or adjust your advertising copy? You can use split testing to help you decide which way to go.

The third thing I look at is the financial statement:

Am I meeting my revenue goals? Y / N Notes: _____

Am I meeting my sales goals? Y / N Notes: _____

What needs to change to have my company be more financially viable?
Are my expenses too high?

The more you track things, the more you tend to stay on course, because you will know for sure whether or not your course is valid or you're veering off somewhere and need to make a correction.



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Fast & Focused Marketing Plan

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Module 1 - The Pillars of Marketing
Module 2 - Define Your Foundation
Module 3 - Identify Your #1 Marketing Goal
Module 4 - Identify Your #1 Marketing Strategy
Module 5 - Select Your #1 Marketing Strategy
Module 6 - Identify Your Action Plan
Module 7 - Implement Your Action Plan
Module 8 - Track Your Progress

Feel Like You are ALWAYS Marketing but Getting Nowhere?

You Need a **FAST & FOCUSED** Marketing Plan

★★★★★

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