



THE
GETTING
AHEAD ONLINE
CHECKLIST

2020
edition

YOUR CHECKLIST

how many are you focused on?



Do you accurately know WHO your target client is?

Where do they live, what do they do, how old are they, what are their interests... the more you know about them the easier it is to target them and replicate your success.



How do you get new clients?

Have you assigned a marketing budget for 2020? Do you know whether your ads are cost effective? How much does each new client cost you? Are you tracking any of this?



What does your business look like?

... to the outside world? Does your branding make you stand out, is your website up to date, are your leaflets and other marketing collateral consistent?



Are your examples up to date?

By this we mean photography... 85% of clients new to us do not have up to date or high quality images of the work they've done. Always hire a professional photographer, it makes the difference!



What's your plan?

Are you planning to grow the business, increase your revenue or make more profit? Have you put together a plan to make sure this happens and has it been communicated to your team?



What's your budget

How much do you need to invest to reach your goals? By this we mean not the amount you're willing to spend thinking it's a cost but what realistically do you need to spend to see XXX return?



Elementor

An amazing visual tool to build stunning websites. Requires no coding but allows you to create great looking websites quickly in WordPress. Take a look by [CLICKING HERE](#)



Review your web hosting

Where and how your website is hosted makes a huge difference to the performance of your site. Optimisation and caching techniques can dramatically speed things up. See [KRYSTAL HOSTING](#)



Starting out selling online?

WordPress and WooCommerce are great options but require a bit of learning so starting out with an all-encompassing system like Shopify which you rent can be the best start, [FIND OUT MORE](#)



Looking to use Social Media?

Great but be aware that it's very time consuming. Using a system like Sprout Social allows you to combine all your social accounts into one place and schedule posts months ahead - [TAKE A LOOK](#)



Want to send out mass emails?

Another great way to stay in touch and sell to your contact list. Make sure to do this professionally with email software. A purpose built platform like MailChimp is easy to use - [VISIT MAILCHIMP](#)



Need to co-ordinate your team?

Company email can be great but things often get lost. The modern way is messaging and the business equivalent of WhatsApp is SLACK which allows messages, file transfers and calls - [TRY IT](#)



ARE YOU BUILDING A JOURNEY TO SUCCESS?

Lead Sources



Google AdWords, Google (organic), Search Engine Optimisation (SEO), Other Search Engines, Social Media (Facebook, Instagram, Twitter etc), Cold Calling/Telemarketing, Online Advertising, Leaflets, Mail Drops, Banners, Word of Mouth, Exhibitions, Seminars and Workshops, Trade Shows, Webinars, Podcasts, TV Ads, Radio Advertising, Sponsorship, Direct Mail, Email Marketing, Networking Groups such as BNI

This is by no means an exhaustive list but if you're falling short on actual opportunities to bring in new business have you made a list of the ways you currently get business and which ones are most effective? Looking through the list above which one could you aim to do more of?

Your Real Estate

Office, Workshop, Gallery, Website, Mobile App, Facebook Business Page...

The lists here can go on too! Simply put where do the people enquiring about your product or services end up or visit? Does it match their aspirations? If you're selling a £10,000 service but have a Wix off the shelf website will that really help you convert more enquiries into paying clients?

Your Process

Simply put, how do you sell and deliver your service - is it streamlined and effective and how do you measure this?

Does your process leave your clients with a sense of achievement and will they be willing to refer you to their friends and business contacts in future? The best enquiries for new business are free (Word of Mouth) and the most effective way to make more sales is to sell more to your current clients. Most successful businesses have a referral program and develop new services to enhance their existing ones.

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