| Strategy | * Is it clear what problem you solve? * Is it clear who you solve this problem for (your avatar)? * Is it clear how you solve that problem (your services)? * Does your website have clear calls to action in every section? * Have you defined success for the user if they take action? * Have you defined failure for the user if they don’t take action? * Have you clearly positioned yourself as the guide? * Do you have a 3-step plan for the user to take action? * Is there a lead magnet on the homepage? * Do you have a clear one-liner? |
| --- | --- |

| Offers | * Do you have an offer strategy? * Is it clear what your offers are? * Have you defined your value ladder? * Do you have a guarantee? * Does your offer focus on benefits versus features? * Does your offer clearly solve the user’s problem? * Does your offer have scarcity? * Does your offer have social proof/case studies? * Does your offer improve the user's status? * Are your offers priced right? |
| --- | --- |

| Content | * Do you have a content strategy? * Do you have clear content SILOs? * Do you have a clear list of potential content? * Are you consistently creating content? * Does your content answer your user's questions? * Do you have a posting schedule? * Are you tracking your content analytics? * Do you have a content distribution plan? * Are you contributing to other people’s content? * Is your content omnichannel-focused? |
| --- | --- |

| Email | * Do you have an email strategy? * Is there an easy way to join your email list? * Are you sending emails consistently? * Are you tracking your email analytics? * Are you leveraging email to collect reviews? * Do you have different paths to get to your email list? * Are you tagging your email subscribers? * Does each email have a call to action? * Are your emails written in a conversational tone? * Are your emails getting to your user's inboxes? |
| --- | --- |

| Social Media | * Do you have a social media strategy? * Have you claimed all of your social media profiles? * Do you have clear social media goals? * Do you have a social media posting calendar? * Are you directing people to your website from social media? * Are your graphics branded consistently? * Are you tracking your social media analytics? * Are your posts inspiring, equipping, or supporting your users? * Are you mixing in paid social posts with organic posts? * Are you using text/video/audio in your social media posts? |
| --- | --- |

| Paid Media | * Do you have a paid media strategy? * Do you have tracking pixels installed (where it makes sense)? * Are you tracking conversions? * Are you tracking your paid media analytics? * Are you running retargeted ads to unconverted leads? * Are your ads getting engagement? * Are you targeting the right audience with your ads? * Are you targeting the right keywords with your ads? * Are the landing pages for our ads converting? * Are you A/B testing your ads? |
| --- | --- |

| Print | * Do you have a print strategy? * Do you have a QR code to put on print materials? * Do your print materials inspire, equip, or support? * Do your print materials solve a problem? * Do your print pieces include your one-liner? * Do you have analytics on our print marketing? * Is your print marketing part of a bigger campaign? * Do your print materials contain a call to action? * Do you send clients physical welcome kits? * Do you delight your customers with physical gifts? |
| --- | --- |

| Offline | * Do you have an offline strategy? * Have you claimed your Google Business Profile listing? * Are you showing up where your target customers are? * Are you throwing the party for your target customers? * Have you claimed all of your listings and citations? * Are you passing out your print materials when you meet? * Are your conversations directing people to a lead magnet? * Have you published a book in your niche to establish authority? * Are you sending out press releases? * Are you speaking at events your target users are at? |
| --- | --- |

| Sales | * Do you have a sales strategy? * Is it clear how to purchase your product(s)? * Is it easy to contact someone with questions? * Do you have pages for each of your services on your website? * Do you have a CRM? * Do you have a sales deck that works? * Do you have sales scripts for all of your staff? * Are you tracking your sales analytics? * Do you focus on benefits vs. deliverables in your sales copy? * Are you consistently asking for reviews? |
| --- | --- |

| Service | * Do you have a service strategy? * Do you have a support area? * Is it clear how a user can contact you? * Are you listening when a user needs help? * Have you answered all your FAQs? * Is there a follow-up process after the user purchases? * Are you following up 30/60/90 days after purchase? * Is it clear how a user can refund your purchase? * Do you notify users when a subscription is up for renewal? * Are you upselling users during and after purchase? |
| --- | --- |