| 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?
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| 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?
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| 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?
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| 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?
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| 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?
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| 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?
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| 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?
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| 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?
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| 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?
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| 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?
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