



# Stand Out in Your Business & Attract More Clients

## 6 Weeks On-Line

To get **maximum value** from this Webinar series, print this hand-out so you will **be prepared to take notes** ready for **ACTION!**

### Week #1 Business Audit

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#### Tips to Get the Most Out of This Training

1. **Pint this hand-out** so you can take notes during this webinar
2. Think how to **quickly implement** what you learn from this training
3. **Make a deadline** to complete at least 3 things

# Business Audit

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Step	Action Step	Completed Date
1.	Web Site	
2.	Define your Big WHY (what drives what you do / what's the passion behind your business?)	
3.	Define your niche – remember an inch wide and a mile deep!	
4.	Create your elevator pitch / networking minute	
5.	Draft out your Business Model complete with high level and low level activities	
6.	Create your Free Gift	
7.	Create Opt-in page – i.e. the sign up on your web page	
8.	Create the auto-responders driving to the first sale	
9.	Relationship building plans – when / where / which social media?	

10.	Set up Facebook individual page	
11.	Set up Facebook Business page	
12.	Set up YouTube account	
13.	Set up Twitter account	
14.	Link accounts using Hoot suite or similar	
15.	Automate social media	
16.	Run a free webinar and record to create a product or to repeat	
17.	Speak at a meeting (1)	
18.	Speak at a meeting (2)	
19.	Speak at a meeting (3)	