



## Small Business(or any size business) Marketing Checklist

- Starting making testimonial videos of your clients
- Write an Ebook. Top 5 Mistakes... i.e. "Top 6 Biggest Facebook Mistakes Business Owners Make."
- Set up a FREE YP.com, Google Places, Yelp accounts as well as a Facebook business page
- Get your current customers to start leaving reviews on the above sites
- Run a Carrier Route Report to define your target market
- Run a Retention Management Assessment and report
- Run a Website Assessment and report
- Watch Terry's video on the Curse of the Small Service-based Business
- Calculate your 12-month value of your client, Your \$ per Sale, and Your \$ per Lead
- Start posting on your Facebook business page 6 days a week. Boost every single post.
- Start an email drip program
- Write a formal sales presentation and script
- Create a public figure Facebook Page