



Fempire's Business Building Blueprint



Business Plan

<input type="checkbox"/>	I have conducted market research to test my idea.
<input type="checkbox"/>	I have defined my target market clearly.
<input type="checkbox"/>	I know my business 'why', values, vision and mission statements.
<input type="checkbox"/>	I have revenue goals in place.
<input type="checkbox"/>	I have a sales and marketing plan.
<input type="checkbox"/>	I have a budget, a funding plan and a live cash flow forecast.

Business Set Up

<input type="checkbox"/>	I have registered my business name in my country.
<input type="checkbox"/>	I have registered my website domain.
<input type="checkbox"/>	I have set up a business bank account.
<input type="checkbox"/>	I have the appropriate insurances.
<input type="checkbox"/>	I have set myself up with accounting software.
<input type="checkbox"/>	I use Trello or other software to organise and plan my business.

Branding

<input type="checkbox"/>	I have a professionally designed logo and brand style.
<input type="checkbox"/>	I have a brand colour palette and know the colour codes.
<input type="checkbox"/>	I know my brand fonts and stick to them.
<input type="checkbox"/>	I intimately know my brand essence: voice, essence & style.
<input type="checkbox"/>	I have a brand style guide.
<input type="checkbox"/>	I consistently follow my brand guidelines.

Website

<input type="checkbox"/>	I have a website with a lead capture opportunity & CTA.
<input type="checkbox"/>	My website looks great on all devices (mobile responsive).
<input type="checkbox"/>	I have implemented on-page/off-page SEO.
<input type="checkbox"/>	My website features a video on the home page.
<input type="checkbox"/>	My website loads fast (less than 3 seconds load speed).
<input type="checkbox"/>	I have Google Analytics installed and use it.

Social Media

<input type="checkbox"/>	I know where my target market hangs out online.
<input type="checkbox"/>	I have created compelling relevant social media profiles.
<input type="checkbox"/>	I post multiple times per week on each platform.
<input type="checkbox"/>	I have 'gone live' with video and use video regularly.
<input type="checkbox"/>	I share my blog posts on social media.
<input type="checkbox"/>	I have advertising pixels set up and I use them.

Content Marketing

<input type="checkbox"/>	I have a content marketing strategy and stick to it.
<input type="checkbox"/>	I have started a blog on my website.
<input type="checkbox"/>	I publish at least one article and one video per month, minimum.
<input type="checkbox"/>	I regularly create and share digital content (eBooks, PDFs etc)
<input type="checkbox"/>	I occasionally run webinars or live videos to generate leads.
<input type="checkbox"/>	I use analytics to measure the effectiveness of my strategy.

Leads & Prospects

<input type="checkbox"/>	I have a growing email database managed by a CRM.
<input type="checkbox"/>	I email my database at least once per month (ideally once/week).
<input type="checkbox"/>	I have goals and strategic initiatives to grow my leads.
<input type="checkbox"/>	I have lead magnet opt-ins on my website and social media.
<input type="checkbox"/>	I use conversion-focused landing pages.
<input type="checkbox"/>	I have email automations set up to nurture my leads.

Products/Services

<input type="checkbox"/>	I have a business funnel with low to high ticket items.
<input type="checkbox"/>	My products/services are listed on my website.
<input type="checkbox"/>	My products/services are packaged up in bundles.
<input type="checkbox"/>	I have sales and marketing funnels in place.
<input type="checkbox"/>	I package my expertise into digital products to sell.
<input type="checkbox"/>	I have a digital marketing strategy in place.

Opportunities & Exposure

<input type="checkbox"/>	I have listed potential JV/collaboration opportunities.
<input type="checkbox"/>	I attend industry events and apply for speaking opportunities.
<input type="checkbox"/>	I have joined in-person networking groups.
<input type="checkbox"/>	I have joined relevant social media groups.
<input type="checkbox"/>	I have started advertising online (incl. retargeting)
<input type="checkbox"/>	I have published articles on industry platforms.

Professional Growth

<input type="checkbox"/>	I HAVE A FEMPIRE CERTIFIED BUSINESS COACH.
<input type="checkbox"/>	I regularly invest in marketing training.
<input type="checkbox"/>	I regularly invest in business education/training.
<input type="checkbox"/>	I have taken a course on selling.
<input type="checkbox"/>	I regularly attend relevant webinars.
<input type="checkbox"/>	I read industry blog articles regularly to stay up to date.