Online Business Checklist

Website Essentials *so that visitors feel like they really want and need what you're offering:*

- ❑ **First glance - Express benefits in 3 seconds in a way that a 12 year old can understand.**
- ❑ **Super easy to set a free discovery session with you in one click without scrolling.**
- ❑ **Inviting and innovative ways to continue the experience and come back often.**
  (weekly newsletters, podcasts, articles, videos, online events, etc.)
- ❑ _____
- ❑ _____
- ❑ _____

Must Have Apps & Tools

- ❑ **PayPal.me**
- ❑ **Acuity Scheduler**
- ❑ **Eventbrite**
- ❑ **zoom.us**
- ❑ Meetup
- ❑ Facebook
- ❑ Instagram
- ❑ Youtube
- ❑ Pickmonkey
- ❑ Podcaster App like https://alitu.com/
- ❑ _____
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Marketing

- ❑ **Follow up with people you've met who you like and who would benefit from working with you.**
- ❑ **Connect with one new person every day and invite them to work with you.**
- ❑ **Partner with other practitioners who can share their audience with you.**
- ❑ Consider a membership program.
- ❑ Consider an affiliate program.
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