



WORKSHEET

This list is more of a *menu to pick from* than a checklist to follow. Your business is unique. You should make these priorities **yours**.

ACTIVITY	PRIORITY <i>(for you)</i>	STATUS
<p><i>Make sure the business fits you</i> Reality Check: Owning a business is very attractive from the outside. It can also be really attractive from the inside if it really fits you. Every business has 'stuff' that needs to be done that you might not be excited to do. Be realistic in your thinking about what you will have to personally do to get the business started</p>		
<p><i>Business name/tagline</i> Names matter but are probably not as critical as it feels when you are trying to decide on one. Taglines are really helpful for positioning. They are also easier to change than names</p>		
<p><i>Domain Name</i> Your domain name is something that you can own. It identifies your business on the web and you can also use it for your email. Make sure your domain name will not be confused with another business. • Action items: ✓ Buy from a reputable sources...make sure you own your domain</p>		
<p><i>Google My Business</i> <i>(also Bing Places, maybe Yahoo/Yext)</i> This is a free way to get information about your business into Google Search results. Make sure the business is explained the way you want. Include keywords that matter with you. • Action Items: ✓ Standardize Name, Address, Phone ✓ Encourage online reviews.</p>		
<p><i>Brand</i> Branding identifies your business. It is how your customers recognise and experience your business. A strong brand is more than just a logo;</p>		

<p>it's reflected in everything from your customer service style, staff uniforms, business cards and premises to your marketing materials and advertising.</p> <p>• Action Items:</p> <ul style="list-style-type: none"> ✓ Describe your brand ✓ Develop logo and other brand identity elements 		
<p>Unique Selling Proposition</p> <p>A unique selling proposition is a statement you choose to embody that differentiates your products and your brand from your competitors.</p> <p>Your USP should communicate:</p> <ul style="list-style-type: none"> • You have a quality product/service that is different • It solves a customer problem • It easy to become a customer <p>> https://www.sitepoint.com/how-to-create-unique-selling-proposition/</p>		
<p>Stories</p> <p>Stories can define your brand, get customers on your side and build your team. Decide what you want people to know. Try out your stories and get reactions. Generally it is better to focus on 'why' instead of 'how' and 'when'</p>		
<p>One Page Website (more if appropriate)</p> <p>Your website is your rock. It is home base and an environment that you can totally control, unlike social media and directories. Unless your business is actually web based, you should start with a simple website that tells your essential story. There should be a Call to Action that powers your primary lead source (phone call, visit, email, etc.)</p>		
<p>Facebook Page, LinkedIn Profile & Company Page</p> <p>These are high profile listings. You need to have basic info about your company there and link back to your website. Lots of posts and a posting strategy are not critical yet, just show up.</p>		
<p>Blog and Social media posting</p> <p>Content is key to developing relationships with customers and moving along their journey to Know, Like and Trust you.</p>		
<p>Other Directories</p> <p>General or specific depending on the business. There are lots of directories but they will not all be relevant to your business. Find the ones that will make a difference. Examples of directories include Yelp, TripAdvisor, Manta,</p>		

> <https://www.vendasta.com/blog/top-100-online-business-directories>

Metrics

You should decide on a few measures to track to get started. Monitoring your metrics helps you allocate resources and grow. Website visitors, Leads, Social media activity are a few ideas.



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**THIS WORKSHEET IS A GREAT START.
I REALLY HOPE THAT YOU WILL FOCUS
ON YOUR GOALS AND PUT IT TO USE.
THERE IS LOTS MORE AT [BT4SB.com](https://www.bt4sb.com)**

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Here are some ideas about using this worksheet:

1. Fill in the 'Status' column for where you are now. Use a scale like 'No problem' to 'Needs Work'.
2. Go back and take a look at the list again and prioritize. You can use any kind of numbering or rating system you want to prioritize. We recommend that you keep it really simple and just mark any item that needs to be done immediately. Pick no more than 3 and DO THEM!
3. If you are not sure what to do you have a few choices:
 - a. Set up a call with Don to discuss - [bt4sb.com/talktodon](https://www.bt4sb.com/talktodon)
 - b. Go through the online Video Course - 'First Things First' to get some ideas
 - c. Stop by the BT4SB Office Hours and ask a question