

# THE *Systems = Ease* CHECKLIST



## SYSTEMS = EASE CHECKLIST

- I have a blog and I consistently publish new posts
  - I use topics my audience is excited about or needs to know
  - I use good keywords for SEO
  - I provide great information that establishes my credibility
- I maintain no more than four social media accounts regularly
  - I consistently publish content relevant to my followers
  - I consistently respond to my readers and encourage conversation
  - I make use of YouTube consistently
  - I stay up-to-date on new social media platforms my audience uses
- I have created my “go-to” webinar
  - I have set up a date for my webinar
  - I have consistently marketed my webinar to my list
  - I have created blog posts about my webinar and have shared them
  - I have created an online ad for my webinar
  - I have created worksheets or an ebook from my webinar
- I have a solid email marketing system
  - I have timely autoresponders designed to inform & engage readers
  - I include occasional sales emails
  - I send out a regular newsletter
- I have a solid email marketing system
  - I have autoresponders designed to inform and engage readers
  - I send out occasional sales emails
  - I send out a regular, consistent newsletter

## SYSTEMS = EASE CHECKLIST, CONTINUED

I offer free consultations to potential clients

I do this to get to know potential clients

I do this to eliminate the tire kickers

I have a strong sales funnel

I have clearly defined free product offers (blog, social media, resources, etc.)

I have clearly defined opt-in offers

I have clearly defined secondary offers (low cost products)

I have clearly defined mid-range products

I have clearly defined high-end products and services

I have a series of well-planned special offers for every occasion

I have one-time offers for buyers

I have cross promotions in my cart and on my download pages

I have upsell offers in my cart

I have downsell offers for those who do not buy

My shopping cart makes me look professional in every way

It has seamless handling of product delivery

It has multiple ways to pay

It has easy refunds and credits

It has coupons, bundles and other special offers

My customer support is world-class

I have well developed FAQ pages

I have thoughtful follow-up messages for buyers

I have a help desk to resolve issues quickly

## BONUS DISCOVERY SYSTEMS

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**Bonus Discovery System:** I am actively seeking public speaking opportunities in:

My local area

Conferences my audience is likely to attend

Business networking groups and meet ups

Online conferences and tele summits

**Bonus Discovery System:** I actively seek out opportunities for in-person networking

I go to local business get-togethers

I attend local conferences

I participate in local meet up groups

**Bonus Discovery System:** I have brainstormed a book idea my audience will love

I have outlined my book

I have committed to writing for at least 30-minutes every day until the book is finished

