

60 Minute Business Boosters



24 Easy Strategies to:

- ✓ **create focused actions**
- ✓ **generate results led clarity**
- ✓ **attract new business**

- ✓ The following actions are all designed to be completed within **1 HOUR!** If you complete these exercises you will create more business success; create new business opportunities, gain more of the business you want and make your money more easily. All 24 business growth strategies are important, so complete the entirety to experience impact and financial return.
- ✓ Grab a notebook to jot ideas and track and record your results.
- ✓ Share your successes with me on your preferred social media platform of choice = **#makeithappen**

Strategy #1: Increase your SEO (Search Engine Optimisation) and traffic to your website.

(According to a recent study people choose the top 3 search results 60% of the time) What key words/searches are your potential clients putting into Google to find you? Unsure? Simplest way is to go to 'Google Analytics' - the words visitors are using to find you will be under: 'SEO - Queries'. Haven't got Google Analytics - speak to your web provider, they will set it up for you. Then make sure those keywords feature in your website and that you're addressing these searchers issues. A good rule of thumb is 6-8 mentions of the same couple of words throughout the page.

☐ Completed RESULT.....
.....

Strategy #2: Increase the contacts *genuinely* interested in doing business with you.

Create a 'How to...' 'Strategies to...' 'Imploding Myths...' any useful guide that will help your potential customer get over their particular challenge. Then get it out to your potential customers via your website, social media, networking events, e-shots etc. This will show you as the expert in your field AND give your potential customers a reason to get in contact with you, initiate dialogue, gather interest etc. As customers, we are expecting more for free - be the one who provides it for your customer.

☐ Completed RESULT.....
.....



Strategy #3: Establish your most cost-effective route to market.

Which is the best way your customers find you and do business with you (taking into consideration time *and* financial investment)? Do this by: making a list of all your marketing activities in the last 12 months: time you spent, money you invested and then the final column the return on investment - clients and monetary return. If you don't currently collate the data as to the routes your clients come through to you from - use this 60 minutes to set up a way of doing this for the future.

☐ Completed RESULT.....

.....

Strategy #4: Create an avatar, outline, visual of your Ideal

Customer (maybe you have more than 1) Keep it to two Ideal Customer's. Think about people you have worked with in the past who you have really loved, who have been perfect for you and your business. **Start with these 4 questions:** What you know about them? What problems do you solve for them? How do you make them feel? Where do they hang out? All this data and knowledge is key to your marketing success.

☐ Completed RESULT.....

.....

Strategy #5: Get **REALLY** specific on what you're aiming to achieve in your business

(focus on the next 3 months) Who you want to meet, business you want to gain, products and services you want to focus on selling? Brainstorm/make a mind map for your ideas - just keep them to paper, rather than technology. Have them written down (we're 42% more likely to achieve goals if they're written down) share them with trusted contacts, colleagues; keep your mind completely focused on what you want to achieve.

☐ Completed RESULT.....

.....



Strategy #6: Create your own video

It will reap you and your business rewards. My new video explaining how coaching works and has worked with one of my clients, has more than doubled the enquiries I've received through my website. One of which lead to 1000's of pounds worth of coaching. Google statistics currently show us that video is 42% more likely to keep visitors on your website, they instil more trust in you and your product or service; therefore more likely to buy from you. With the use of your smartphone videos are now so easy to make and upload to wherever and whenever you want. What is the most important thing you want your customer to know?

☐ Completed RESULT.....
.....

Strategy #7: Get your LinkedIn profile up to date and working 'behind the scenes' for you. There are over 10 million UK users on LinkedIn, full of people searching for businesses and contacts who offer services just like yours. Make sure your profile picture is up to date, add case studies, your website link, relevant videos and ask your contacts who you've done business with for recommendations - return the favour too.

☐ Completed RESULT.....
.....

Strategy #8: Add some FAQ's to your website (anywhere between 5 and 10 questions is a good rule of thumb) and marketing material. If you answer your customers questions before they've even spoken to you will instil trust, will make sure you're engaging with the right people for you and your business, helping you to work smarter, not harder! This is exactly what consumers do now before buying - search out answers to all of our questions; it's why TripAdvisor and Which are such big names in their respective industries.

☐ Completed RESULT.....
.....



Strategy #9: Create a blog The average blog is 300 words and mentions your keyword or phrase approximately 7 times (ways you want people to find you). This will increase your Google ranking, helps you understand your perfect client more thoroughly, shows you as the go-to expert and helps you understand your market place better. Get in the habit and this really doesn't take much time at all and can be enjoyable! Answer your clients common issues. 'How does...' '5 Ways to...' 'Best tips....'

☐ Completed RESULT.....

.....

Strategy #10: On a daily, weekly or monthly (whichever suits) write down your achievements. I know someone who's named hers: 'My Ta-Da's!' We are all so busy achieving so much, both personally and professionally: getting children off to school on time, dinner on the table, etc. not to mention career and business achievements. Yet, we rarely give ourselves credit or pats on the back. This task or habit is so easy to get into and it will give you so much motivation and the right focus for the parts of your business that need it and that you enjoy the most. A simple yet so effective task.

☐ Completed RESULT.....

.....

Strategy #11: Write down everything that you've achieved in the 1st 6 months of the year, (or last 6 months) however small. We tend to overestimate what can we can achieve in 12 months and under-estimate what can be achieved in 3 years. If it's had an impact write it down. Again this task will focus your mind on all the great things you've achieved, actions that perhaps still need a bit of focus in order to come to full fruition and spur you on to keep achieving more and more.

☐ Completed RESULT.....

.....



Strategy #12: Let yourself daydream, visualise your perfect day -

what would your perfect day entail? Start the daydream at the beginning of the day and have a complete run through from start to finish; what would you have for breakfast, how would you get to work, who would you be working with, what kind of money would you be making, what products and services would you be delivering? Make it as vivid as possible. Once you've finished this lovely daydream, make notes of any differences from your current working day. What actions could you take to make that daydream be closer to reality?

☐ Completed RESULT.....

.....

Strategy #13: Make the next 6 months and your perfect day your reality.

Write down 3 big things you want to achieve and 3 small things in the next 6 - 12 months and think about what actions you would have to take to make them happen. Be really bold and also care free at this stage; imagine there are no restrictions or obstacles in your way. Once you have your list of actions, what small steps could you take to get you on the right path? Take Action!

☐ Completed RESULT.....

.....

Strategy Tip #14: Meet with an inspiring or like-minded individual.

If there was one person who could help you with that one action you've been meaning to take this year, who would it be? Drop them a line take them out to lunch or for a coffee and pick their brains. It's human nature that we love to be complemented with this kind of gesture and we love to talk and offer our opinions and expert knowledge on what we feel we're good at, or others feel we're good at.

☐ Completed RESULT.....

.....



Strategy #15: Use Twitter to keep ahead of your competition. Twitter is a hugely valuable source of information that's easily digestible in bite-sized chunks. It's a great way of finding out what the people you look up to and admire in your industry are up to. This is what NLP (Neuro-Linguistic Programming) is all about; modelling successful behaviour. It's a great way to find out what your potential customers or useful connections are interested in and what they're currently talking about. Use the hashtags # to help you search for your industry's hot topics. E.g. #coaching #startup #entrepreneur

☐ Completed RESULT.....
.....

Strategy #16: Enrol on a workshop. There are so many bite sized, easy to jump on workshops out there that are covering a myriad of business growth issues and lots are for free or very little investment. So, if there's a problem you've been meaning to solve or a skill (personal or business) you've been meaning to learn, learn it! It'll not only broaden your knowledge, it'll get you meeting like-minded business owners, keep you motivated, plus the benefit of helping you grow your business if you then go back and implement the new learning.

☐ Completed RESULT.....
.....

Strategy #17: Check out LeadPages An effective and simple tool for creating quick and easy webpages to lead your clients to particular products and services more easily, giving you the ability to track the results of your marketing much more easily too. You could create a page which will lead your potential customers to download something specific from your website, or get them to watch a particular video.

☐ Completed RESULT.....
.....



Strategy #18: Share your 'Why'. Why did you set up in business? What is it that drives you to do what you do and to do it well. (According to statistics, your "About" page is the most popular page on your site. People want to know WHY you do what you do) Make this story really open and honest and this message can be really powerful to your potential customers. Be brave and share this on social media platforms.

☐ Completed RESULT.....

.....

Strategy #19: Establish 5 daily goals, (all easy to do, but equally easy not to do) this is what separates the 5% successful people from the other 95%. Write down 5 small, but achievable tasks that you could do personally and professionally that could have a bigger impact on you and your business. Write them down and start making those into daily habits. The results can be pretty amazing!

☐ Completed RESULT.....

.....

Strategy #20: Ask your customers for feedback. Set up a system that **always** asks your customers for feedback on the service you deliver. It only needs to be 5 or 6 questions; however, it's so important for you to find out from them: what it is you do well, what could be improved or what additional services that would like from you. This latter question is a great one to help you keep evolving and delivering exactly what they want and need. Make sure you make it as easy as possible for them to respond.

☐ Completed RESULT.....

.....



Strategy #21: Reframe Selling - Most business owners are scared of selling. Think about it as 'sharing' your products and services with people who love what you do! Ask for the business. Work out a couple of lines to close the business that works for you, that you could see yourself getting comfortable with. A great NLP (Neuro-linguistic Programming) technique is to use a double bind - a question giving the illusion of choice. So, when would you like to go ahead this week or next? Practice it. Get comfortable with it. What's the worse thing someone might say 'no' great - gives you the opportunity to move onto people who do want to work with you. Test out your close on a recent indecisive customer.

☐ Completed RESULT.....
.....

Strategy #22: Create a compelling elevator speech. This is a short statement of around 30 - 60 seconds about what it is you do, so that all who hear it are really clear and want to find out more. Really useful if you're attending networking events, creating a short bio on a website directory, twitter or generally sharing your message with anyone who asks what you do. How can you make yourself and your business stand out from the crowd? To really test yourself it's useful to also be able to do this in seven words; e.g. 'coaching others to achieve their dream business'

☐ Completed RESULT.....
.....

Strategy #23: Create desires. Time yourself 2 minutes; you've won the lottery, what would you do, buy, be? If you're stuck between frustration and disappointment, creating a list of desires is intended to give you a feeling of optimism. Try it and see what actions you can take as a result of the task. You may find that you've written down things you would be, do have that do not require you to have won the lottery at all. Create 3 actions around this.

☐ Completed RESULT.....
.....



Strategy #24: Create a Vision Board for you and your business:

This is your chance to get really creative. What do you want to achieve for the following 12 months? Start to clip out images, pictures or words from magazines (Google images) of anything you're attracted to. Don't question it, if you like it cut it out. Once you have a good collection of images stick them to a piece of paper, cardboard whatever takes your fancy and then place somewhere prominent that you will look at every day. It may surprise you as to what starts to flow your way. The core principle is that the Vision board becomes a magnet for you and as you practice the basic and then the advanced mind skills, you begin start to resonate and reverberate at a different frequency, sending a strong signal and that's when you begin to notice and see things you may have previously missed, ignored or for some, been oblivious to.

☐ Completed

RESULT.....

.....





I am Clare Whalley and I have been working with business owners since 2007 helping business owners to create a business they love and can be proud of.

I would love to connect with you to learn more about your situation, so you can also achieve a business you love, make the money you want to make and work with the people you love to work with. Look forward to connecting via [LinkedIn](#), [Twitter](#) or [Facebook](#) or email clarewhalley@meta4ltd.co.uk





Meta4 Coaching and Training Solutions Ltd

Clare Whalley

clarewhalley@meta4ltd.co.uk

M: 07739 196896

T: 0121 3554919

www.meta4ltd.co.uk