



Adrienne McLean.com
Helping Professionals achieve and succeed

21 Step Marketing System Checklist



A Business Building System Checklist

to inspire business owners to achieve and succeed

21 Step Marketing System Checklist



Thank you for downloading the **21 Step Marketing system Checklist**

Being a Professional and an expert in your field, you've worked hard to be specialised in your chosen industry. However, the business side of finding and getting the clients can be challenging and running a business can get overwhelming. This can keep you up at night!

It is a great idea to take out some time to think and look at where your business development work is up to. Building a business is a process. Your approach to marketing, sales and having the appropriate systems in place is important. The 21 Step Business Building System Checklist is an audit to look at what marketing, sales and business activities you currently have in place and this will give you ideas on what needs working on to grow your business to get more clients.

In the **21 Step Marketing System Checklist**, you consider the steps in the business development process from the first contact with the prospect, after your marketing has done it's job, right through to getting the sale. You'll be considering your business foundation, asking how you build trust with your prospects and clients, do you have the systems in place make it easier for you to bring in the income. Spend some time considering these topics for your business by going through the 21 Step Business Building system checklist and see what is revealed.

Who is this for?

- ✓ Service Professionals wanting to grow their business
- ✓ Executives who have left their corporate work and starting their own business

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How secure is your foundation?

1. Do you know who your ideal clients are? Yes / No

Think about the types of people you like to connect with as well as work with. What are some of their characteristics and interests? You want to work with people who have something in common with you, "Like minded people"

2. Have you a clearly defined Target Market? Yes / No

Where are you going to look for these Ideal Clients? Your product may suit everyone but you can't do your marketing to everyone. Where are you targeting to find your clients?

3. Have you developed your Personal Brand? Yes / No

Who do you help and what do you help them do? Why do you do what you do? What are you passionate about? Think about a "Tag Line" - once this is decided up on it navigates your direction.

4. Are the problems your clients face & the solutions you offer clear? Yes / No

What are the 3 big problems that your Target market facing? What are your solutions to their problems, how do you help?

5. Are you clear about your #1 Big Result? Yes / No

What is the #1 Big Result you are proud to bring to your clients?

6. Are you clear about the benefits your product brings? Yes / No

What is the value you bring (as well as solving the problem)?

7. Can you confidently "Talk about what you do"? Yes / No



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Building Trust and Credibility, Pricing and Sales Conversations

8. Do you clearly display your credibility builders? Yes / No

9. Have you clearly defined your products? Yes / No

10. Keep in touch with your clients & prospects regularly? Yes / No

11. Have you blogs, eBooks, Books, Video, Podcasts, online training? Yes? No

12. Are you confident with your pricing? Yes / No

13. Are you confident sales with conversations & follow up with prospects? Yes / No



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6 Core Self Promotions strategies

Thinking about your marketing

14. Have you clearly defined your Networking strategy? Yes / No

15. Have you a defined strategy for Direct Outreach? Yes / No

16. Have you a Referral Strategy - giving & receiving? Yes / No

17. Have you a clearly defined Speaking Strategy? Yes / No

18. Have you a clearly defined Writing Strategy? Yes / No

19. Have you a clearly defined Web Strategy? Yes / No

20. Are you implementing Points 14, 15 & 16? (Important) Yes / No

21. Are you implementing Points 17, 18 & 19? Yes/ No

Outcomes from this assessment

Sit with the results & check out where you may be having challenges.

Are you clear about how you generate your business & clients?

Have you the technology in place to help with efficiency and growth?

Are you feeling overwhelmed and Just don't have enough time to do everything?

Are there parts of your business development process that are needing addressing?

Are you happy with the results or are you looking for some help?

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What next? *Thinking about growing your business? Does there seem a lot to work on? Please let us know how you found the approach. How this has helped you. It is step by step. You have identified what is in place and what is not. Putting action steps in place to increase visibility and grow awareness of your business is important. Systematising processes so your business works like clockwork will help with making your business more profitable and simply make it easier for you to get more clients. We'd love to hear from you! Email adrienne@adriennemclean.com or ring on 0414 367 960.*

The programs offered by Adrienne McLean.com are:

- ◆ Marketing Discover Audit
- ◆ Book YourselfSolid 5 Week Masterclass
- ◆ 6 Month Mentoring program

Adrienne McLean is a BookYourselfSolid® Certified Coach - this is a proven approach for getting more clients. Adrienne has a Bachelor of Science, Hons, Cert 4 Small Business Management, SpeakersTrainingCamp® International Instructor and Distinguished Toastmaster. Adrienne specialises with working with Service Professionals keen to develop their marketing skills to grow their business.

"From my experience, starting up and running your own business is liberating. Getting help along the way is pivotal to growing the business and your skills"

Adrienne McLean



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