

CHECKUP

WHERE ARE YOU VISIBLE?

A quick checkup to see where potential clients can find you, get to know you, and remember what you do.

1. Can people find you?

- ☐ My website clearly explains who I help and what I do.
 - ☐ My Google Business Profile is current.
 - ☐ My LinkedIn profile clearly describes my bookkeeping business.
 - ☐ My other business/social profiles are current.
 - ☐ My contact information is easy to find.
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2. Are you giving people reasons to remember you?

- ☐ I stay in touch with past clients and contacts.
 - ☐ I share useful information occasionally.
 - ☐ I follow up with referrals and inquiries.
 - ☐ I keep in touch with people who could refer clients to me.
 - ☐ I have a place to capture ideas for things I could share.
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3. Do you have a simple routine?

- ☐ I know where I want to stay visible.
 - ☐ I know what kinds of things I can share.
 - ☐ I have regular time set aside for it.
 - ☐ My routine fits realistically into my week.
 - ☐ I can keep doing it without it becoming another big job.
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One thing I'll work on

Looking at your check-up, what's one small thing you could improve?
