

22-Point Business Development Checklist

	TASK	DUE	DONE
1	My business name and tag line clearly tells others what I do.		
2	I have a vision of success that inspires me to become a leader in my chosen field.		
3	My business not only solves a problem, but it satisfies my soul as well.		
4	My mission statement says it all.		
5	I am clear about my target market and will enjoy solving their problem.		
6	I have a well written bio that provides credibility to my work.		
7	I have proper credentials and/or personal testimonials that support my business.		
8	I have a good handle on my start-up cost and budgeting for the next 3 years.		
9	I am clear about, and comfortable with, my fee structure.		
10	I have a marketing plan that I'm excited about implementing.		
11	I'm comfortable talking about what I do in an elevator speech or hour-long seminar.		
12	I can clearly define and know the difference between the features and benefits of my work.		
13	I have a system in place for generating leads, follow-up and onboarding customers.		
14	I have an awesome system in place for providing my customers with excellent service.		
15	I have more than one client retention strategy.		
I am Ready:			
16	I have and love my business cards.		
17	I have a website that feels like home for me and my niche.		
18	I have at least one social media platform where I engage my clientele/customers.		
19	I have some type of educational product to share (video, audio cd, book, blog).		
My Marketing Plan is in Place:			
20	I know where to begin (generate leads, convert leads to customers, customer retention).		
21	I have identified referral partners/strategic alliances to help grow my business.		
22	I have joined at least 2 networking organizations to promote my business.		