



Good Marketing Changes Everything

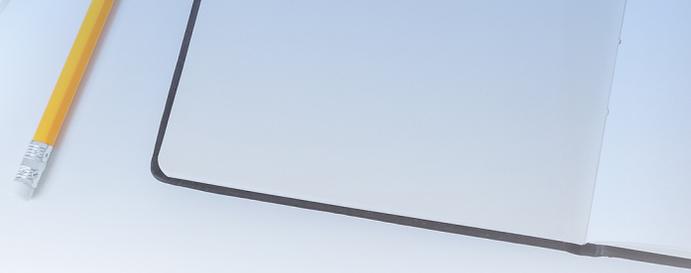
The Profit-Focused Marketing Checklist



EVAN COX CONSULTING

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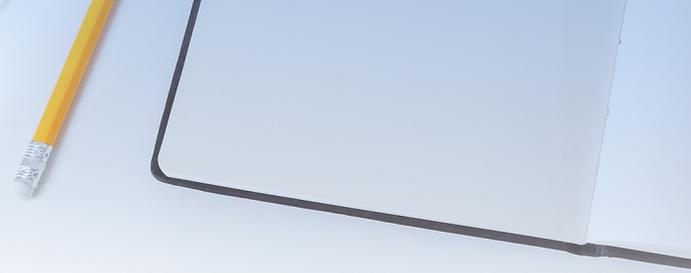
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Using at Least One Lead Generating PDF

Nobody wants another e-newsletter. Instead, focus on providing your potential customers with tons of value. In fact, give so much value-added content away for free that it makes you nervous. This ultimately builds trust and positions you as the guide who can solve your customer's weightiest problems.

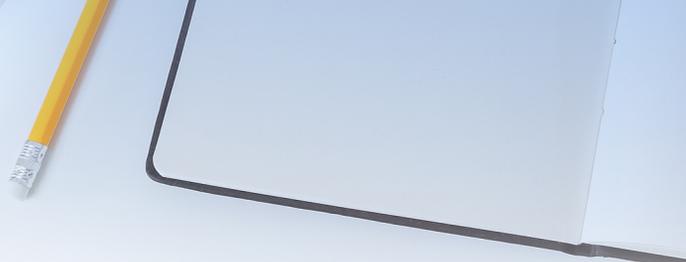
What steps do you need to take next:



Connect an Email Sales Funnel to that Lead Generating PDF

After you provide that free resource, go on a journey with your customer. You can either conduct a sales sequence that asks for the sale or a nurture sequence that continues to add value and build trust.

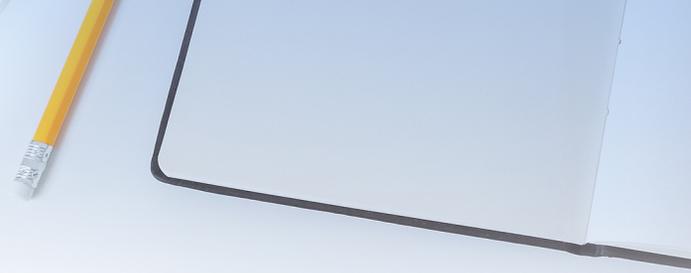
What steps do you need to take next:



My Website Has a Clear and Direct Call to Action.

This is such a common mistake. If you're asking someone to marry you, never ask "learn more". You're asking for a commitment. Give your customers a clear way to take that next step with you.

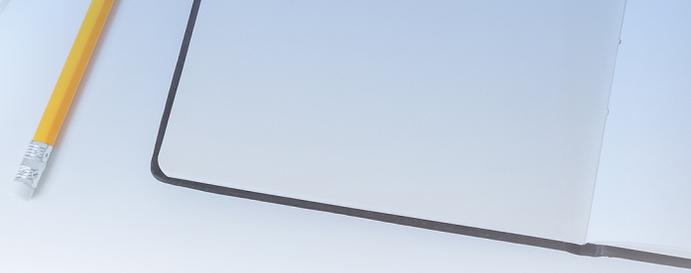
What steps do you need to take next:



My Website Has a Transitional Call to Action

If people don't want to marry you (totally understandable if they don't know you), give them an option to become more familiar with you for free. This is typically where you offer that power-packed lead generating pdf where you give away some of your best advice for free.

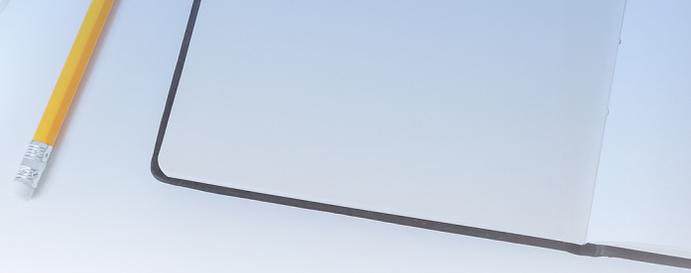
What steps do you need to take next:



When Someone Asks “So, What Do You Do?” Can You Answer in 15 seconds or Less and They Still Be Interested?

An elevator pitch is crucial. The moment you say “*well, it's complicated*”...you've lost them. Or worse, you start by explaining your grandpa's idea from 50 years ago. Create a compelling statement that shows your customer what problem they have that you solve.

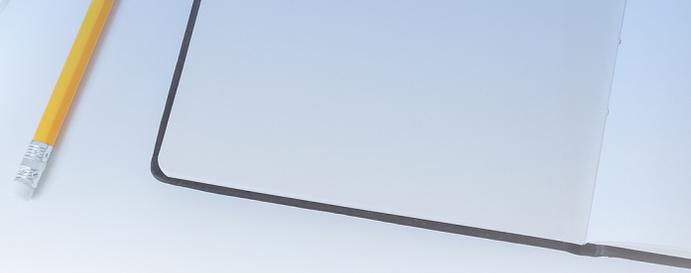
What steps do you need to take next:



My Prospective Clients Clearly Understand What I Do.

Ask someone who just read your marketing collateral, “can you explain what I do” and see what they say...

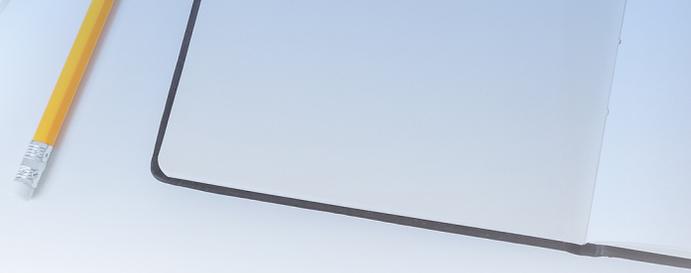
What steps do you need to take next:



The Photos on My Website All Include Smiling Faces

It sounds really simplistic, but if you don't have happy people in your photography no one will want to do business with you.

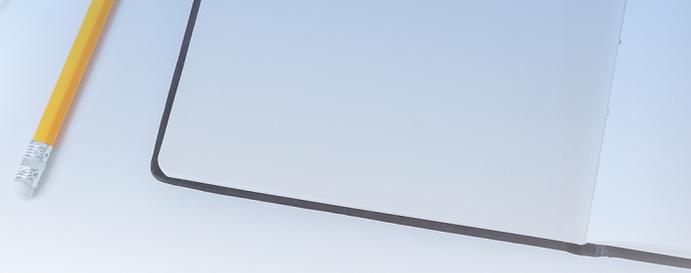
What steps do you need to take next:



I Include Several Dynamite Testimonials on My Website

Pro tip: actually write the testimonial for your customer and ask them to tweak or sign off on it. They often don't know what would serve you best. Help them help you.

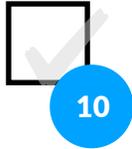
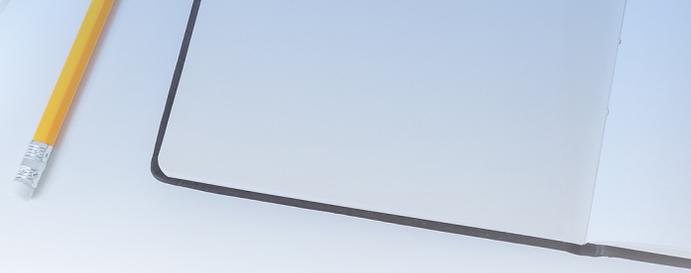
What steps do you need to take next:



I Include Logos of Reputable Brands I Have Worked With on My Website

This doesn't have to be a huge section- just present enough to remind them you know what you're doing.

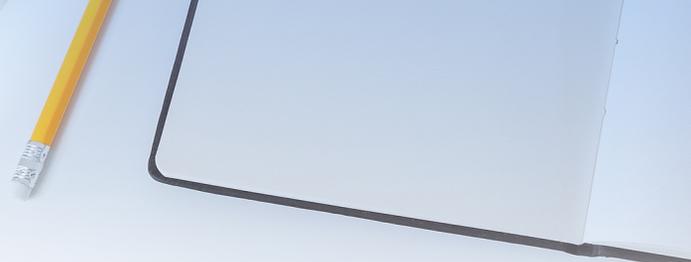
What steps do you need to take next:



My About Section Is Short, Simple and “About” My Customer

Here’s a paradigm shift...your “about” section has nothing to do with you and everything about your ability to solve your customer’s problem.

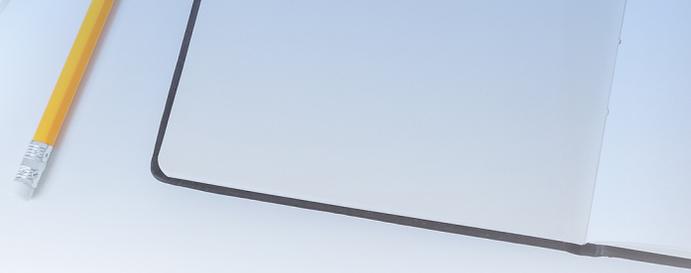
What steps do you need to take next:



I Include My Elevator Pitch On My Business Card

Otherwise, two weeks later they have no clue what you do when they find it in my wallet.

What steps do you need to take next:



Anyone Could Pick Up My Business Card and Know What Problem I Solve

Try this one out at a coffee shop. Hand a stranger your card and see if they know what you do.

What steps do you need to take next:
