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GROWTH

CHECKLIST

**YOUR GUIDE TO GROWING
YOUR BUSINESS WITH
CONSISTENCY**



GROWTH IDEAS

CHECKLIST

- Revisit your ideal customer avatar
- Work through your customer journey
- Look at your website - is it easy to navigate?
- Are your products easy to get to?
- Where can customers find you online?
- Is it easy to pay?
- What is your shipping policy, if you sell products?
- Do you have a email nurture sequence?
- How do you retain your customers?

OBJECTIVE

To really understand your customer.

To make the process of buying your product or service easy.

To help customers find you online.

To see the process through your customer's eyes.

To create ways to retain customers.

TAKE AWAY

Revisit your idea customer regularly.

Review your website pages regularly.

Work on your customer journey - this is fluid and will need constant reflection.

Find out where your customers are and be visible there - you don't have to do it all!

Review your policies to make sure they help your customers to buy from you.

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