

No time for the course?

THE CHEAT SHEETS

**Five one page checklists you can print, pin up
and work through in ten minutes each.**

- 1** Find you. Trust you. Choose you.
- 2** The seven step check
- 3** The 3% rule
- 4** Routes to market
- 5** Never lose a lead

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FIND YOU. TRUST YOU. CHOOSE YOU.

The three jobs your marketing has to do

FIND YOU

- ☐ I know the two or three places my best buyers spend time
- ☐ I show up there every week, not just when I'm quiet
- ☐ People can find me on Google and in AI search for what I do

TRUST YOU

- ☐ My Google reviews are recent, and I reply to them
- ☐ I show real examples and results, with names where I can
- ☐ A stranger understands what I do within five seconds

CHOOSE YOU

- ☐ My offer is clear: what they get, for who, and the price
- ☐ There is one obvious next step on every page
- ☐ Buying from me feels easy and low risk

REMEMBER

Score each job out of 10. Fix the lowest one first. The other two can't make up for it.

THE SEVEN STEP CHECK

Every customer takes these seven steps

ASK YOURSELF, YES OR NOT YET?

- ☐ 1. Get ready: I know who I sell to, what I sell and how I reach them
- ☐ 2. They see you: the right people see me at least once a week
- ☐ 3. They check you out: my website and profiles build trust fast
- ☐ 4. They take a first step: there is an easy yes that isn't "buy now"
- ☐ 5. You capture and nurture: every lead goes in one place and hears from me
- ☐ 6. You win the sale: I follow up every quote and handle "too expensive"
- ☐ 7. They come back and refer: I ask every happy customer for a review and a referral

REMEMBER

Your first "not yet" is where to start. Fix it, and every step after it works harder.

THE 3% RULE

Most people aren't ready to buy yet

WHO'S OUT THERE RIGHT NOW

- ☐ 3% are ready to buy now
- ☐ 17% are gathering information
- ☐ 20% know they have a problem
- ☐ 60% aren't thinking about it yet

YOUR STAY IN TOUCH PLAN

- ☐ Collect emails with something genuinely useful
- ☐ Send one helpful email every week or two
- ☐ Mix tips, stories and proof, with a gentle offer now and then
- ☐ Post where your buyers are, so they keep seeing you

REMEMBER

The business that stays in touch is the one they buy from when they're ready.

ROUTES TO MARKET

How people find you, and where to send them

THE FIVE ROUTES

- ☐ Search: Google, maps and AI tools
- ☐ Social: the one or two platforms your buyers use
- ☐ Direct: email, phone, word of mouth
- ☐ Borrowed: partners, events, other people's audiences
- ☐ Paid: ads, only once the rest is working

WHERE EVERY ROUTE SHOULD LEAD

- ☐ A page made for that buyer, not your homepage
- ☐ One headline that says what you do for them
- ☐ One clear next step, and only one

REMEMBER

Pick two or three routes and do them well. Every route leads back to one page.

NEVER LOSE A LEAD

Most sales are lost after the enquiry

YOUR FOLLOW UP RULES

- ☐ Reply to every new enquiry within the hour
- ☐ Follow up every quote at least twice
- ☐ Put every lead and customer into one CRM
- ☐ Note the next step and the date, every time

YOUR FIVE EMAIL WELCOME

- ☐ 1. Welcome: who you are and what to expect
- ☐ 2. A useful tip they can use today
- ☐ 3. A story or result from a customer like them
- ☐ 4. Answer the question that stops people buying
- ☐ 5. A gentle offer with one clear next step

REMEMBER

A simple system beats a full inbox and a good memory.