

# It's Crunch Time!

## Make the rest of this year the best of this year.

We are going into the final third of the year. This is when you need to get things done to propel your business forward. Did you take the right actions during the shutdown? Is your business still positioned in your market as an authority? Or did you take a defensive approach?

No matter which approach you took, these 5 steps will help position you now for future success.

### 1) REVAMP YOUR WEBSITE.

- Update your website today with a **conversion-focused design strategy**. Not sure what that is? Click [here](#) to see a video.
- Have your offers changed? Did your business require a pivot? Make sure your brand and the copy on your site reflect this change.
- Develop your **SEO strategy** with authority-based content. Yes, SEO takes a long time – so start now.

### 2) NURTURE PAST CLIENTS AND “FRIENDS”.

- During the first part of COVID, smart marketers doubled down on email, social media, and paid ads marketing. Today, dial back the volume and **increase the quality**.
- Now is the time to reposition yourself as the authority with **nurture marketing**.

### 3) BUILD YOUR REPUTATION.

- Clients who stuck with you through COVID are your biggest fans. Did you offer some relief to a client? Give a little extra? Personally contact each one **requesting a review**.
- Go to Google My Business, Yelp, Healthgrades and any other **review site** appropriate to your industry.

### 4) SCRUB YOUR EMAIL LIST.

- Send out a series of strategic content and offer emails. Opt out or delete those that do not engage – **reduce your list to a group of engaged contacts**.

### 5) BUILD A CLEAR SERVICES AND PRODUCT FUNNEL.

- What is the entry point? What are the next offers at each step?  
**Engage existing and past clients.**
- Make sure your sales team clearly understands the **value proposition** and the **buyer's journey**.

Do you want to talk more about this? Is there an area that could use more explanation? Give us a call and we can discuss how each of the 5 steps mentioned will benefit you.

**888-247-6489**

REVAMP YOUR WEBSITE: [youtu.be/bvo\\_SY8wxRM](https://youtu.be/bvo_SY8wxRM)