

**Your ExpertiseDNA™
Launchpad:
Position your Business
for your Ideal Clients**

YOUR ONLINE PRESENCE CHECKLIST

*The Top 10 Ways to be a Magnet for
your Ideal Clients*



by Jan Wallen

Learn more at: www.JanWallen.com

Your Online Presence can be a magnet for your Ideal Clients. What does yours say?

Is it a magnet that draws them to strategy calls with me, and they see immediately that they want to work with me. They say, “Yes! – When can we start?”

Or . . .

Does it leave them confused and uncertain, and they say, “I’ll think about it” – even after an excellent discovery breakthrough call or strategy session.

Use this checklist to find out if your Online Presence represents you well to your Ideal Clients.

1. Your website. Is it mobile responsive? If not, you’re missing the 80% of people who are on their smartphones, and Google doesn’t see you so you don’t come up in searches.

2. Your marketing and brand message. Is it clear, concise and compelling? Do your Ideal Clients recognize that you work with them? Do they see your solution and outcomes?

3. Your social media presence. My “go where the fish are” principle. Are you on the sites that your Ideal Clients go to? In the groups they’re in?

4. What differentiates you? Do your social media profiles and website show what differentiates you from other coaches who do similar things? Your *ExpertiseDNA™* shows that. Your *ExpertiseDNA™* is your unique combination of values, beliefs, skills and passions (to find out more, check out my blog (<http://www.janwallen.com/blog>))

5. LinkedIn and Facebook Groups. Are you active? Are you in the groups where your Ideal Clients are?

6. Facebook Lives and videos on YouTube and your website. Check the background, the lighting and the clothes you’re wearing. Do they represent you well and project your brand?

7. Compare websites and social media presence of other coaches. How does your Online Presence represent you if your Ideal Client is looking at several other coaches who do the same thing? Check out the other sites they may look at.

8. Your tag line and program names. Do they show the results and outcomes? Talk about the pain points for your Ideal Clients?

9. Your Title or label. Do you have a title on your website and social media profiles? You don't have to use that title, and it may be confusing. For example, you can introduce yourself by telling people who you work with and what you do for them (the results you help them with, the challenges you solve). You do not have to say, "I'm a life coach" or "I'm a health coach." You can simply say (mine) "I work with coaches who want to stand out from the sea of coaches and work with their Ideal Clients."

10. Networking and meeting people you may want to work with virtually. Be sure you don't turn them off when you approach people you haven't met yet. "Pitching" turns people off. Be one who gives first.

Your Lagniappe --

I know, I said the Top 10. And here's #11 – what's with that? It's a bonus – or as they say in New Orleans, a "lagniappe". It means "extra", a gift, and comes from a custom where the baker would give you an extra bun when you bought a dozen. Here's your lagniappe:

11. Do you have a **Google for business** account set up? It's free, and when you have it set up and validated, Google sends you more website traffic (you don't pay anything).

Now that you've reviewed your Online Presence, map out the goals you will accomplish in 100 days, and decide your priorities. Break that down into the activities and tasks you'll accomplish in the next 10 days. Check back on my blog periodically (www.JanWallen.com/blog) to learn more about how to stay on track with your goals. I'll write at least one post on both Staying On Track, Keeping your Focus and Making your Goals Happen.

Jan Wallen works with coaches who want to stand out from the sea of coaches and position their business for their Ideal Clients. She helps them create and grow lucrative value-based businesses around their gifts, do what they love and work with clients they love. She discovered her *ExpertiseDNA*™ as a trendsetter, natural advisor and guide, and now shares that with her Ideal Clients.

If your Online Presence score isn't as high as you want it to be, let's chat. I'll give you a Complimentary, No-Strings-Attached, 20-minute Online Presence & Positioning Audit to review your website and social media profiles to see if they're helping or hurting you. Email me at: hello@janwallen.com and put "Online Audit" in the Subject line.