



your small business assistant

21 steps to help you establish your small business:

- 1 Pick a short domain name for your website *(It is key to remember make it easy to recall and type!)*
- 2 Purchase website, email and domain names at one place for sanity sake later on!
- 3 Set up a business email with your hosting plan, this way you can have name@business.com and look professional! An email can be set up on any mail server so you can send and receive all in one place!
- 4 Set up a Google account to link to your business email. *(You don't have to take your email there, but then EVERYTHING is connected and it's not tied to your personal accounts.)*
- 5 Set up a phone number just for your business. You don't need a whole new line, but with options like Google Voice you can forward all your calls to one phone number. *(I make my business line show up as business so that I know if it's a time to take that call!)*
- 6 Build a website- remember to use free tools available such as Google Analytics and Google Webmaster Tools- so that you show up in searches.



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- 7 Register your business on Google Business (this creates a Google Business page for you!) *** You can also register on Bing and Yahoo, they have their own business listings!*
- 8 Pick a social media platform that you are comfortable with and feel your market is at. If your dealing with people who generally avoid twitter then it's not for you.
- 9 Make sure your website is connected to ALL OF THE ABOVE *(Social Media, Google analytics, Google webmaster tools, Google business page, social media, & business email!)*
- 10 Use social media tools *(Hootsuite, Social Tap)* that allow you to check in everywhere at once and schedule things in advance!
- 11 Set up a mail database *(Mailchimp, Aweber, Constant Contact)* with the contacts you have personally and professionally. Then create a free gift or call to action, and place an opt-in on your website.
- 12 Link to others, and request they link back to you. *(share info, share stories, books, tips, media)*
- 13 Add yourself to Business Listings *(Yelp, City Search- the more places you are listed the easier it is to find you!)*



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- 14 Start Blogging occasionally but set date/time so people expect it from you, and have it automatically post to Facebook/Linkedin/Twitter as you publish!
- 15 Post at minimum 3 time a week on all forms of social media. Do one thing that points to you (call to action, testimonial, or more about you), and 2 others that SHARE Content people like. Share great articles and images to help create community.
- 16 Create a newsletter or email template in your mail database that matches your website.
- 17 Email your database on a schedule (even as little as once a month) invite them to social media, invite them to stay in touch their way. *Even a "happy holidays" if you aren't ready to do sales emails!*
- 18 Ask friends, family and clients for Google referrals & Testimonials via social media or on yelp.
- 19 Grow social media using media by posting personally and starting conversations, as well as, a small budget ad or boost each month to build your community.
- 20 Make sure you create community through social media by doing a weekly check in on social media, respond to messages, direct messages on



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twitter, congrats on LinkedIn, send people a few referrals on LinkedIn, or post what you are up to in a group.

- 21 Make sure you ask for help, and be willing to spend some money. As the old adage says *"You have to spend money to make money!"*

Confused by something on this list, or ready to jump to #21? Give us a shout via email or by calling us at 503-395-8420.

We are here ready to help get you established and thriving!