



**GLOBAL
ONLINE STARS
CHECKLIST**

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GLOBAL ONLINE STAR RATING

On a scale of 1- 10 how much would you rate your business as a Global Online Star Of Your Industry? 1 being low, 10 being high.

- 1-2
- 2-4
- 4-6
- 6-8
- 8-10

YOU

- Understand who you are and what you do
- Be crystal clear on your vision for your business, your 1 year, 3 year and 10 year plan.
- Understand what is holding you back
- Take the Global Online Star life assessment and see what is holding you back in your life.
- Take the Global Online Star business assessment and see what is holding you back in your business.
- Raise the vibration of your body and mindset through good food, sleep and exercise.
- Do the Global Online Star Daily meditation to become the super hero you need to be on a daily basis, for your business to become the Global Online Star of your industry.
- Have you mastered your day, your energy and locked in on your big online vision?

IMPACT

- Discover what is the impact you want to have in the world
- Create your impact statement & mission statement
- Check that your business is going in the right direction. Is your ladder against the right wall?
- Who do you want to be a leader to?
- What is the legacy you want to leave?
- What is the contribution to the world that you want to make?

MARKETING

- Clarify your message
- Create free offers to grow your email list.
- Align your message on all your platforms.
- Choose your social media platforms and market consistently on them.
- Create your weekly marketing process.
- Come out online, be seen, consistently, Multiply Your Marketing Online & Offline (slice n'dice)
- Make More Offers More Often
- Position yourself as the Global Online Star of your industry.
- Be seen everywhere

PEOPLE

- Fully understand your customer
- Fully understand their problems
- Understand your customer journey
- Understand your offers and the relation to the customer journey.
- Be aware of the team of people you need to hire to get to where your business needs to be.
- Understand how you can step back from the business and allow your team to run your business.
- Understand that your business is not a JOB, if you want it grow you have to let go and keep stepping back.

OFFERS

- Are you clear on how it is you make money?
- Do you have a one page document with your offers?
- Have you maximised your offers to make more money and sell less?
- Have you added an online element to your business to expand the reach of your local customers?
- Have you added an online element to increase your number of customers and income while decreasing your time in the business?

SYSTEMS

- Create a lead generation system on your website
- Create an automated booking system on your website.
- Create an automated sales funnel for your new customers, to take you out of the process.
- Create an automated onboarding process for new customers.
- Create an automated testimonial system for your customers, to take you out of the process.
- Create an automated referral system.
- Create an online digital product selling system on your website.
- Create an online course and automated course launch system.
- Offer an online solution. Digital ebook, audio, online course, online coaching, group coaching.
- Get paid. Repeat and do it again,

NUMBERS

Understand the numbers of your business.

- Your stats
- Your overall business stats income, profit, expenses, tax, VAT
- Social Media stats
- Email stats
- Lead generation stats
- Google analytics
- Online advertising stats
- Sales stats and conversions

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If you would like to understand how you can increase your profit and expand your business online please book a free session with me to discuss how we can help you.

Go to this link to book a call today, these sessions are free and there are limited availability. PLEASE STATE YOU ARE FROM NETWORK GALWAY TO BE IN WITH A CHANCE TO WIN.

<http://marthafrazer.com/bookacallwithme>

Or return the following sheet to me after our talk

Free Session Booking Form & Raffle

Name	
Email address (print)	
Is it ok to add you to my email list - yes/no	
Telephone number	
Company name	
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Do you want to book a free session with me to discuss increasing your profit and expanding your business online?	
What is your current biggest challenge?	
What days/times would suit your best to call you?	