

HAVE YOU IMPROVED YOUR BUSINESS THIS WEEK?



100 WAYS YOU COULD IMPROVE YOUR BUSINESS:

1. Brainstorm your Could Do List.
2. Triage your CDL.
3. Make a 90-day plan.
- 4. Block out "1% time" every week, and work on that plan.**
5. Start (or grow) your email list
6. Send Weekly Emails that don't sell anything.
7. Create a never-ending nurture sequence.
8. Create (or improve) your lead bait.
9. Create (or improve) your website.
10. Improve your Search Engine Optimisation.
11. Learn a new skill.
12. Read a personal development book.
13. Take a course.
14. Attend a seminar.
15. Replace "drivetime radio" with inspirational podcasts.
16. Launch Google Ads.
17. Improve Google Ads.
18. Launch Facebook Ads.
19. Improve Facebook Ads.
20. Grow your network with the right people.
21. Improve your time management.
22. Coach your team - improve everyone else by 1%!
23. Brainstorm your ideal target market.
24. Cement relationships with key clients / suppliers / competitors / prospects.
25. Create and improve the systems that your business runs on.
26. Perform mystery shopping.
27. Find areas to remove or reduce friction.
28. Get to grips with your numbers.
29. Start conversations with key prospects.
30. Send an 8-word email.
31. Enter Awards - and include it in your marketing.
- 32. Perform 80/20 analysis - look for disproportionate ROI.**
33. Create and optimise your Google My Business listing.
34. Seek out reviews.
35. Create a podcast.
36. Be a guest on someone else's podcast.
37. Write a book.
38. Send a printed newsletter.
39. Set up remarketing/retargeting ads.
40. Make friends with journalists who write about your industry.
41. Create video content for your marketing.
42. Write a blog.
43. Brainstorm a brand new Offer They Can't Refuse.
44. Plan a launch campaign.
45. Brainstorm a new product.
46. Ask your customers for feedback - then act on it.
47. Plot out your proven framework.
48. Add/improve a guarantee to your offer.
49. Create a free/paid trial.
50. Add a deadline to your marketing campaigns.
51. Create an evergreen "P.S." signature that signposts your bestsellers.
52. Consider "the best marketing you ever sent". Send that again.
53. Improve your daily/weekly/monthly routines.
54. Send a SPEAR (Short, Personal, Expecting A Reply) email.
55. Negotiate better terms with suppliers.
56. Routinely (at least once a year!) review prices.
57. Create and improve Direct Mail campaigns.
58. Create a campaign to reactivate past or lapsed customers.
59. Design the perfect onboarding process for new customers.
60. Write/improve your sales script.
61. Video your "perfect" sales pitch - and put it on your website.
62. Design a "quick win" for new clients.
63. Create a checklist for key processes.
64. Launch a "kickoff call" for new clients.
65. Identify all the reasons you lose customers.
66. Create demonstration videos - show me how it works!
67. Create a never-ending nurture sequence for customers.
68. Consider whether you could create a membership model.
69. Identify ways to create Evergreen content and products.
- 70. Work out your Actual Hourly Rate.**
71. Identify ways to make more, and/or work less.
72. Celebrate your client's successes - publicly and privately.
73. Demonstrate that you genuinely care about your clients and their success.
74. Improve your company culture.
75. Create/improve your company handbook.
76. Identify software that can help you make more, and/or work less.
77. Consider this question: "Who's got your customer?"
78. Create/improve "(un)canned response" emails.
79. Find ways to automate, or self-serve.
80. Purge anything that isn't helping.
- 81. Review your 90-day goals regularly (at least monthly) - to ensure you're on track.**
82. Brainstorm whether your current business model will deliver the ambitious, lifestyle business you truly want.
83. Find ways to delegate.
84. Create a culture of referrals.
85. Collect case studies and testimonials.
86. Split test headlines.
87. Brainstorm how to improve customer service.
88. List all the reasons prospects wouldn't buy. (Then, counter them!)
89. Work on your health.
90. Plan your work, and work your plan.
91. Study a successful person - and find a way to model them.
- 92. Set goals. Then, create systems that (if you follow the system) make hitting the goal inevitable.**
93. Create incentives and rewards - for your team, for your customers, and for yourself.
94. Find a way to create a win/win outcome with a key supplier (or competitor).
95. Ensure you're accountable to someone. (Book a regular 1-2-1 with Jason!)
96. Make time for the most important work - deep work on your business, rather than busywork in your business.
97. Find ways to spend your money better.
98. Create "red flag" alerts to warn you of problems (and opportunities!)
99. Leverage compounding in everything you do.
- 100. Celebrate your wins. Look at how far you've come.**

BLOCK OUT 1% TIME EACH WEEK, TO:

Watch a Coaching Call • Watch a Masterclass • Network with other One Percenters •
Book a 15-minute 1-2-1 with Jason • Implement a 1% improvement in YOUR business.

www.onepercentclub.co.uk/members

