

ONLINE PRESENCE STRATEGY BRAINSTORM

Our online presence is what allows our clients to find us online. If you want your *ideal* clients to successfully find you and know you're the right professional for them, it's essential to create a strategy that makes sense. This worksheet will help you lay out what's important to your clients when they search for the services you offer and how to claim your corner of the internet with confidence.

TOPICS:

- What makes up your online presence
- How to shift your mindset to hone your online presence
- Where you should show up online for your ideal clients
- How you can best show up online so clients can find you
- How to reach out to clients online to start the conversation
- How to stay consistent with shaping your online presence and marketing to your ideal clients in today's digital world

ANSWER THE FOLLOWING QUESTIONS IN 2-3 SENTENCES:

1 Who are your ideal clients and what is important to them when hiring someone with your skills and services??

3 Are your various online profiles in sync? How can you update them or create new ones so they are?

2 Knowing that your online home (your website) is the foundation of your online presence, where else should you show up for your *ideal* clients online?

4 Keeping your ideal clients in mind, what tools or platforms would be best to use on a regular basis so you can continue to show up for them consistently?

5 How can you reach out to clients (current and new) online and welcome them into your digital corner of the internet on a consistent basis?