

Your Business Needs

Website Content: Everything from services to how to contact you needs to speak to the professionalism prospective clients and colleagues will find when they work with you. Make sure your site's content represents you and your business in the best way.

About Me: If your website bio isn't updated regularly, you are doing yourself a disservice by not letting prospective clients know your background, experience and skills. Keep them abreast of your knowledge to gain their respect and consideration.

Blogs: Keeping clients, prospective clients and the general public up to date with your insights is both time-consuming and important. Online presence these days can help build brand and reputation. It can also help sell products and services.

Social Media Posts: They may be short and sweet (or at least they should be!) but social media posts have huge impact. And that can be a bad thing if not done well. Mistakes and poor writing can leave a bad taste in people's mouths and affect your professionalism. Give the world a small taste of the best of you.

Newsletters: Whether you use emails weekly, monthly or seasonally to reach out to people, newsletters can help your email list get to know you and your services while also keeping them in the loop about timely sales and deals.

eBooks: eBooks can be another brand builder while also adding to your revenue stream. Self publishing opens up a world of options to get your specific knowledge on a topic into the hands of readers just thirsting for fact-based information instead of the opinions and theories that are a dime a dozen on the internet.

