



THE 5-DAY BUSINESS CHECK-IN “HAVE, NEED DO” BUSINESS ASSET DAY TWO: HAVE





What do you have in your business, use in your business, share from your business?
 These are all assets that belong to the business and are considered valuable.

Item	Have & Use	Don't Have	Have & Don't Use or Even Know why I have it	Tried it & Didn't Work For me
Website				
Social Media - FB personal profile				
Social Media - FB Business Page				
Social Media - FB Group				
Social Media - Twitter				
Social Media - LinkedIn				
Social Media - Instagram				
Social Media - Pinterest				
CRM Program (which one?)				
An organized Email Marketing List? Current & Clean?				
Blog Content being created consistently				
Podcast being posted consistently				
Free Downloads - Ethical Bribes (If so what are they?)				
Social Media - YouTube Channel				
Social Media - Vimeo or Wistia Account				



STRATEGIES

for Small Businesses



Social Media - Post Scheduler Program like CoShcedule or HootSuite				
Image Account to purchase royalty free images				
A Team that works with you				
Written Books to highlight specialty or bring awareness?				
Written eBooks to use as "free" downloads				
Infographics Designed for "free" downloads				
Specialized Domain Names				
Business Domain Name				
Current Headshots - Action Photos (not assets to sell with the company but asset for you to use)				
ClickFunnels/LeadPages - stylized sales/optin page builders				
Text Message Marketing Platform				
Direct Mail Sending Platform				
A MeetUp Group You Run				

