



## 48 WAYS TO JUMPSTART YOUR BUSINESS

1. **Employee Satisfaction**  
Know every job. Compliment. Communicate. Solicit ideas and suggestions. Listen. Motivate. Reward.
2. **Sell. Sell. Sell.**  
Sell something. Sell yourself. Sell every day. Sell.
3. **Social Media**  
Be present everywhere. Be active where it counts. Find your voice.
4. **Engage in Social Media Discussions**  
Offer advice, feedback, recommendations, referrals, references, images, videos in groups and pages.
5. **Claim Your Name**  
Check if your business name needs to be reserved or claimed on various online properties: knowem.com.
6. **Monitor and Solicit Reviews.**  
Reviews matter. Review and respond to online review. Maintain your reputation.
7. **Google My Business**  
Claim your Google listing. Please. Do it. Complete it. NOW. [google.com/business/](https://google.com/business/) Keep it updated.
8. **Domain Name**  
Make sure you own your company's domain name. Your web design or hosting company should not own it.
9. **Website**  
Review it. Review it often. Update your website. Grammar counts. Make sure the footer copyright is current.
10. **Mobile Website**  
Review it. Review it often. Check layout on iOS, Android, and few different phones. Include necessary content.
11. **SEO Metatags**  
Google your business. Check your online business description. Edit it to fit. Clean up your xxxxxxxxxxxxxxxxx
12. **NAP – Name Address Phone**  
Use an online tool to check search directories for consistency (yext, synup). Update your NAP everywhere!
13. **Charity**  
Pay it forward and often. Align you brand with one or very few causes in a big way.
14. **Community**  
Be a good corporate citizen wherever you have office or locations. Localize your philanthropic efforts.
15. **Volunteer**  
Build, collect, organize, clean, walk, run, work, advise, speak, often.
16. **Educate**  
Contact local schools, colleges, universities, groups, and organizations and share your expertise.
17. **Learn**  
Read. Keep abreast of industry news and societal trends. Create Google Alerts: [google.com/alerts](https://google.com/alerts)
18. **Mentor**  
Make time for someone interested in your business, industry, hobby, or interests. Selflessly inspire.
19. **Storytelling**  
Reflect on what motivated you to start your business or enter your industry. Every business has a good story.
20. **Video**  
Make and publish fun, instructional, motivation, and newsworthy videos online about company announcements, events, news, behind-the-scenes tours, products, services, and more.
21. **Free Resources**  
Publish or distribute educational, instructional, or informative videos or papers. Provide free knowledge.
22. **Organizations and Associations**  
Join local, regional, and national business and industry-focused organizations and associations.
23. **Chamber of Commerce**  
Join. An excellent networking tool to help gain credibility, feedback, referrals, and word-of-mouth advertising.
24. **Network**  
Put yourself out there. Connect. Be present. Talk. Listen. Keep in touch. Refer. Recommend. React.



**25. Socialize**

Be present. Life is not all business. Loosen up. Focus on others. Find balance. Listen.

47 WAYS TO JUMPSTART YOUR BUSINESS – CONT'D

**26. Partner**

Howdy. Consider mutually beneficial strategic partnerships in ALL facets of your business.

**27. Speak**

Offer your experience, expertise, and intelligence to local, regional, and national groups and meetings.

**28. Be An Expert**

You know something better than most. Define it. Promote it.

**29. Brand YOU**

Maintain a consistent and professionally suitable photo, writing style, and authenticity across all touchpoints.

**30. Public Relations**

Get the word out. Promote unique or newsworthy announcements, events, and employee hires.

**31. Local News and Media**

Do not pitch a story to strictly advertise your business. Let them know that you are a go-to expert.

**32. Answer Questions**

Build credibility and gain search results. Do not advertise. Provide honest answers on Quora and others.

**33. Ask Questions**

Soliciting answers from others affords opportunities for education and networking.

**34. Expos and Conferences**

Local, regional, and national meetings and conventions provide excellent face-to-face opportunities.

**35. Consistency**

Everything your employees and you do must be consistent. Every message, action, reaction, and interaction.

**36. Mission Statement**

A mission statement is your company's reason for being. Write it. Learn it. Follow it. A mission statement is what you do, how you do it, whom you do it for, and what value you bring. Your company's reason for being.

**37. Logo**

Time for an update? Does it work white on black, black on white, horizontal, vertical, tiny, huge?

**38. Company Artwork**

Keep a computer file – and a backup - handy with logos, photos, and any relevant images. jpeg, png, eps, ai.

**39. Marketing Collateral**

Everything must be consistent. Create and adhere to brand guidelines. Say what you do.

**40. Promotional Products**

Always have some logoed giveaways available. Make sure they represent your company and serve a purpose.

**41. Advertise**

Budget. Design. Focus. Try. Test. Evaluate. Repeat.

**42. Email Signature**

Make it clean. Add hyperlink to your website. Avoid images. Every employee signature should look the same.

**43. Loyalty Programs**

Consider if it makes sense to reward employees or customers for their loyalty. Retention is priceless.

**44. Referrals**

Referrals validate your business. Ask for referrals. Provide referrals. Reward referrals. Referrals are great.

**45. Surprise & Delight**

Wow! Employees and customers overwhelmingly appreciate surprise treats, notes, and gifts. Try it.

**46. Financials**

Stop. Look. Reevaluate your accounting and banking procedures and services. No money, no business.

**47. Focus**

Say "no" more. Eliminate the interference. Blame the mission statement.

**48. Prioritize.**

Self-Care. Family. Health. Relationships. Recreation. Personal Growth. Exercise.

**49. Breathe. Just breathe.**