



The Ultimate Checklist to Attract More Customers And Boost Your Sales

79 Ways to Grow Your Business



Thank you very much for downloading this checklist.

I hope you find it useful and can implement the points as soon as possible.

Use the 79 point check list to audit what you currently do in your business and identify what you could do to attract more customers, boost your sales and increase the buying frequency of your customers.

If you need any help, please don't hesitate to [contact me here.](#)

The Ultimate Checklist to Attract More Customers & Boost Your Sales

1

51 Ways To Attract More Customers

- Website
- Search Engine Optimization
- Blog
- Newsletter
- Free Consult or Discovery Call
- Report
- Whitepaper
- Guide
- Book
- Ebook
- Free Trial or Sample
- Quiz
- Survey

- LinkedIn Organic
- LinkedIn Paid
- Facebook Organic
- Facebook Paid
- Twitter Organic
- Twitter Paid
- Instagram
- Pinterest
- YouTube Organic
- YouTube Paid
- TikTok Organic
- TikTok Paid
- Google Ads
- Podcast

- Webinars
- Live Events
- Traditional PR
- Coupons
- Flash Sales
- Networking Events
- Tradeshows
- eBay
- Amazon
- Etsy
- Online Shop
- Offline Catalogue or Brochure
- Physical Gift
- Loss Leader Offer

- Groupon
- Udemy or other course sites
- Content Syndication
- Offline Ads (Magazines, Brochures etc)
- Direct Mail
- Email Advertising (Newsletter sponsorships etc)
- Radio Ads
- TV Ads
- Distributed Sales Force
- Review Sites

Score for this section

The Ultimate Checklist to Attract More Customers & Boost Your Sales

2

14 Ways To
Boost Your
Sales

Immediate Upsells

Cross Sells

Slack Adjuster (e.g. Starbucks Coffee Machines)

Bundles or Kits

Line Extension (e.g. Diet Coke)

Subscriptions

Memberships

1 to 1 Consults

Training Sessions

Customer Appreciation Events

Done For You Services

Expedited Shipping

Warranties

Downsells

Score for this section

The Ultimate Checklist to Attract More Customers & Boost Your Sales

3

14 Ways to Increase Buying Frequency

Email Newsletter (Daily/Weekly/Monthly)

Automated Email Follow Up

Exit Offer

Bounce Back Offers

Retargeting

Loyalty Programs

Cart Abandon Follow Up

Direct Mail Marketing to Existing Customers

Outbound Telephone Follow Up

Gift Cards & Coupons

Done For You Services

Expedited Shipping

Physical Magazines & Newsletters

Customer Appreciation Sales & Offers

Score for this section

The Ultimate Checklist to Attract More Customers & Boost Your Sales

1 51 Ways To Attract More Customers

2 14 Ways To Boost Your Sales

3 14 Ways to Increase Buying Frequency

Your Total Score



Your Opportunities

What will you do next?

Find out more about how you can Optimize Your Customer Value Journey here:

[Customer Value Optimization](#)

Lara Brockie
hello@larabrockie.com
www.larabrockie.com



Lara Brockie Consulting Limited