

The Right Things Checklist

25 high-ROI moves for small and family-owned businesses — the ones I run with every new client. None of them are flashy. All of them work. Most you can finish this month.

Money & ROI (do these first)

- Pull a customer list by revenue. Identify the top 20% — and the bottom 10% you should consider firing.
- Audit every subscription, software seat, and ad spend from the last 12 months. Cancel anything unused.
- Raise prices 6–10% on at least one core offer this quarter. Communicate it honestly.
- Write a one-page P&L; lens in plain English. Look at it weekly.
- Identify the single activity that drives the most revenue. Do more of it. Drop one thing that doesn't.

Your website (almost never needs a redesign)

- Put a one-sentence promise above the fold: what you do, who for, why you.
- Add a real photo of you or your team — no stock.
- Add two real testimonials with last names and town.
- Test the contact button on your phone. Fix it if it takes more than one tap.
- Add one missing page: a service-area page for local SEO, or a how-it-works page for objections.

Local SEO (free, fast, undervalued)

- Claim and fully complete your Google Business Profile — every field.
- Add 8+ photos to your profile. Update monthly.
- Build a review-generation routine: ask two happy customers per day.
- Make sure your name, address, and phone are identical everywhere online.
- Add city + service to the title of your homepage and at least one inner page.

Guerrilla community marketing

- Pick three non-competing local businesses to partner with on a shared offer.
- Sponsor a youth team, local nonprofit, or community event this quarter.
- Host one free 30-minute workshop per month (in-person or virtual).
- Send a handwritten thank-you note to every customer over a chosen \$ threshold.

- Show up at one community event per month wearing branded apparel.

Brand visibility

- Write your one-sentence positioning. Read it aloud. Edit until your spouse understands it.
- Pick three brand words. Use them in every piece of copy you write.
- Pick a content rhythm you can keep for 12 months (weekly email > daily Instagram).
- Record a 60-second founder story for your website.
- Get featured on one local podcast, paper, or newsletter this quarter.

Want help picking which of these 25 to do first?

Book a free 20-minute discovery call at **forlife.coach**. No pitch — you'll leave with at least one specific thing to do this week.

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