creating an online presence for small & micro businesses

Preperation document for Fairley Good Designs introductory meeting

WEBSITE

- Find some websites that you like the look of, in your industry and outside of it.

- Decide which pages you think you should have. **HOME, CONTACT & ABOUT ME**
  Will you be posting a **blog**?
  Are you **selling product**?
  Do you need a **calendar**? A **menu**?
  Do you want to **accept payment** through your site?

The more you know about what you want on your site from the beginning, the easier and faster the process will be of creating your site.

- Gather information that you will need, think about **testimonials**, **pictures** of yourself that you are happy with having on the site (maybe organize getting some taken), any **press** that you've received, your **CV**, **biographies** that have been created about you from social media, speaking engagements… Even if you don't think it's pertinent, bring it anyways.

- Think about **why** you think you need a website. What are you hoping to achieve with it?

SOCIAL MEDIA

- Collect all your **passwords and usernames** to your social media channels (even profiles you aren't using anymore)

You don't have to share that at the introductory meeting but you'd be surprised how much time is wasted looking for old usernames/passwords.

- Think about **IF/WHY** you want to use social media and **who** you want to reach.

- Be honest about how much **time/money** you are willing to **spend** on social media.

- Think about what you think you could use as **fodder**. Quotes? Testimonials? Products? Menus? Class schedules? Expert information? Hobbies? Charities you support? Local businesses? Passions? Blog posts? Funny memes? Newsletter?

SOCIAL MEDIA con't

- Think of businesses that you could **share/retweet** information. Similar businesses, businesses you work with, news outlets, magazines & other industry related blogs, local information sites, local BIAs and residents associations…

If you have existing social media accounts start **following, liking, sharing & commenting** on the above mentioned pages.

- Think Facebook, Instagram, LinkedIn and Twitter

NEWSLETTER

- Is a newsletter something you want to take on?
- Think about **fodder**. New guidelines in your industry, products, regular updates… Depending on your business you can often rely on the “college” that you represent creating fodder for you. Blog posts.
- **How often** you plan to send out a newsletter. Once/week, every two weeks, once a month, once/season
- Think of how you are going to create your **subscription list**? Do you have a button on your website? Will you add new customers to your subscription list?

BLOG POSTS

- Are blogs something you want to even tackle?
- Do you want to post blogs **yourself or hire someone** to do it?
- Think of people you could invite to be **guest bloggers**.
- Come up with a bunch of **topics**.

If you’re not sure of some of the answers don’t worry, that’s really what the meeting is about but the more prepared you are, the more you will get out of it.

I’m looking forward to meeting you & discussing how to take your business to the next level.

Shirley