

The SMART Customer Generation System Checklist

Reach your customer profile



The
SMART
Customer Generation System



Introduction

This checklist is made for the SMART Customer Generation System. This checklist is the simplified version that gives you an idea of what it's about. Full implementation takes times and is done after a SMART Systems plan is created.

The SMART Customer Generation System is a system that's implementable into service-based businesses (product-based businesses *could* benefit by it, but it's built for service-based businesses).

The biggest part about the system is that implementation won't look the same for businesses because it's highly customizable to work for the business and their target market's needs.

If you're interested to learn more about this system, check out the checklist that we've provided here. We look forward to helping you create your plan and possibly implement it with you. You'll see that, once it's fully implemented in your business, you won't work hard to *sell* your leads and prospects, but instead they'll see you as the authority for what you do the best.

Systems

- Have you clearly laid out all parts of your business?
- Have you put a system to each part of your business?
- Are there any unnecessary parts of your business that can be cut?

Marketing

- Do you have a clear target audience?
- Do you know their problem and how to fix it?
- Do you where they hang out the most?

Authority

- Do you have a USP (Unique Selling Point)?
- Are you positioned as the one who can help your target market?
- Do you have reviews, testimonials, and case studies easily found?

Repeatable

- Can it be done easily?
- Are the steps laid out well?
- Can someone be trained quickly on it?

Timeless

- Can you say or post this in a year or two and it still be true?
- Is it something worthy to be reposted every few weeks or months?
- Is there no hint when this was made? (If there is, try to reword it.)



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