Checklist 4: Growing Your Professional Network

Project Name: _____ Date: _____

Growing a professional network is as important as building a strong clientele in the sense that creating a professional outlook for your business creates an impression of trust and seriousness about your business. It is therefore important to grow your professional network in order to attract and accumulate high-profile clientele. In order to grow your professional network, it is important to understand your target clients in terms of their preferences and business or personal goals. This checklist provides a guide on how to grow your professional network.

		Yes	*No*
	Part 1 - Customer Management		
1	Have you determined your ideal clients?	☐	☐
2	What are your clients' personal or business goals?	☐	☐
3	How do you connect with your ideal clients?	☐	☐
4	Have you devised campaign strategies that target your buyer personas?	☐	☐
5	Are there quick and appropriate measures in place for responding to your clients?	☐	☐
	Part 2 – Creating Content		
6	Have you conducted an audit of your competitors?	☐	☐
7	Does your content resonate with your target clients?	☐	☐
8	Have you identified trending keywords in your niche?	☐	☐
9	Do you have a calendar that schedules your content?	☐	☐

Notes

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10 Have you joined relevant conversations to expand your market reach? ☐ ☐

11 Do you follow relevant hashtags and influencers in your niche? ☐ ☐

Part 3 – Analytics

12 Have you developed SEO management strategies? ☐ ☐

13 Do you track companies, brands and products that align with your brand? ☐ ☐

14 Have you considered working with influencers? ☐ ☐

15 Are you utilizing metrics and tools that are instrumental in your campaigns? ☐ ☐

16 Have you put measures to eliminate/avoid clickbait? ☐ ☐

17 Have you developed email lists and newsletters? ☐ ☐

18 Do you have an attractive portfolio? ☐ ☐

19 Have you considered working with other providers to bundle up your products? ☐ ☐

20 Have you established go-to market strategies? ☐ ☐

Notes

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