

# Connecting With Your Local Market



*Online Masterclass*

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## Connecting With Your Local Market

### [Make it Easy]

- Know exactly what struggles you solve
- Know exactly who your ideal client is
- Update your Google My Business listing
- Have updated hours and availability
- Email contact easy to find on business website
- Targeted website copy
- Next step to work together is clear and easy to take
- Business cards are easily identifiable (picture/ product)
- Business cards offer multiple contact options
- Business cards are shareable
- Use clear, simple links

### **My action steps:**

- 1.
- 2.
- 3.

## Connecting With Your Local Market

[Personal Network]

Where are you hiding? \_\_\_\_\_

Influencers and Connectors in my community or network:

Complimentary businesses/ organizations in my community or network:

**Who I want to connect with first:**

- 1.
- 2.
- 3.



**Lakeside**  
*action*  
**Workshops**

✓ taking action in & on your business

## Connecting With Your Local Market

[Connecting]

Where can you be 'showing up' more in your community and your network?

**Action Step:**

[Following Up]

Who I want to follow up with:

Name

Notes, job title, interests, location



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