

Your 2021 Client Growth Checklist



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- ☐ I have client number and financial (revenue and expense) projections for 2021.
- ☐ I know who my specific niche and ideal clients are for 2021.
- ☐ I have a marketing plan for January 2021-March 2021.
- ☐ I have included a referral and/or testimonial system in my marketing plan for January 2021-March 2021.
- ☐ I have a networking group with whom to share my tutoring business.
- ☐ I have refined my prospect to client conversion system for January 2021-March 2021.
- ☐ I have a sales funnel and sales inquiry system ready for 2021.
- ☐ I have a client retention system for 2021.
- ☐ I have a hiring process in place for hiring new tutors (if applicable).
- ☐ I have a training process in place for new tutors and professional development for current tutors (if applicable).