



6

THINGS YOU
MUST DO

TO GROW
YOUR
BUSINESS
ONLINE



Know who you serve.

This is often referred to as your ideal customer. It is literally the most important metric in your business.

If you're talking to everyone, you're talking to no one. Get clear.



Grow your network intentionally.

Use social media as a business tool, not as an entertainment medium to consume.

Add only your ideal clients. Develop relationships.
Don't be spammy.



Be Consistent

This is a long game. People crave stability.

They need to know you'll be there for the long haul.

Don't jump companies and strategies.



Clarify Your Message.

Once you know who you are serving in your business, this part will be much easier.

Don't overwhelm them with being all over the place. Choose topics or pillars and stick with them. Frame your information by problem - solution - result.



Make It Easy To Do Business With You.

Be findable. You are your brand. You're not running a secret business.

Tell people what the next steps are, *don't assume they know what to do next.*



Develop Systems In Your Business and Follow Them.

The system is the solution! Make sure that you are following up with people in a timely manner.

Track your conversations with them so that they understand that *you understand their needs.*

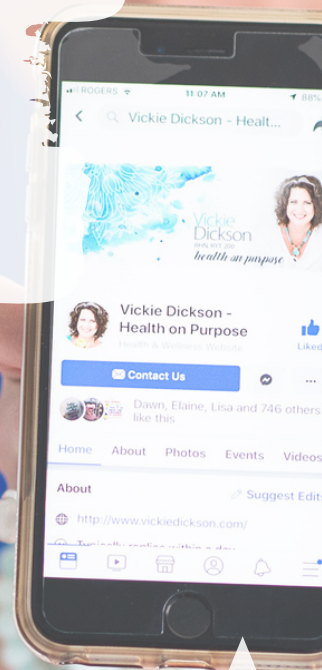
READY FOR SOME HELP
WITH THIS?

SIGN UP FOR THE CLARIFY YOUR MESSAGE MASTERCLASS



January 30th, 2021@10:30 AM ET

[Click here to register Now!](#)



Vickie Dickson is a holistic nutritionist, yoga teacher, and reiki practitioner specializing in working with women at mid-life who are done settling for living life being overextended, overwhelmed, and out of steam. Through her signature process, clients discover how to live life full out in their second act.

Energetic - Vibrant - Healthy- Happy - At their ideal weight

Vickie is married with 3 grown children and one granddaughter who puts the sparkle in her eye. When she's not working online, you'll find her reading, studying, running, practicing yoga, and enjoying her fur babies Berkley and Tucker. You'll ALWAYS find a pack of junior mints at Vickie's house!
(at least one)

www.vickiedickson.com