Pre-Consultation Checklist

To make the most of our time together, please ensure that you have all, or most, of the following items to go over in our scheduled consultation meeting:

A clear understanding of the customers you are trying to reach

All necessary branding elements (logo, fonts, color palette, etc.)

A website with a lead- and/or sales-capture mechanism and SEO

Online directory listings

An email platform account

Social media accounts, for any platforms you plan to use

An analytics platform account, to track your website activity

The number of new prospects you have had over the past 4 quarters

**IMPORTANT: Please ensure that you are able to commit *at least* one hour each week towards executing your online marketing plan.**

For more information, go to paradoxcomms.com/start-here/

What to Expect

1. In our consulting session, we will review your starting point, identify your key goals and motivators, establish expectations, and discuss strategy. **🡪**
2. Paradox Communications will create your online marketing plan. **🡪**
3. You will create your content and execute your plan. **🡪**
4. Once the quarter is complete, we will discuss the previous quarter’s success. **🡪**
5. If you choose to schedule a consultation for the next quarter, we will strategically adjust for ongoing and ever-improving success. **🡪**

Thank You

We’re looking forward to getting to know you and your business—and we’re excited to help you succeed online!