

## **10 Steps Checklist by Greg Merrilees**

1. Does it clearly explain what problem your office solves?
2. Do you clearly explain how people benefit from your offer, right?
3. Do you clearly explain what's unique about your offer?
4. Do you have social proof to show that your social works?
5. Do you display your authority?
6. Are you being consistent?
7. Are you leading with value?
8. Do you have a strategy for warming up cold traffic?
9. Do you display a clear pathway?
10. Do you have a killer website design that makes you look like an industry leader? (Secret weapon)



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