

REACH

THE *PORTFOLIO* CHECKLIST

Show your customer what you do. Use photos and videos of your product or service in action.

Examples that are popular right now: how-to videos, selfie-style testimonials, and unboxing videos. Bonus? They are also popular on social media, so you can use them on social as well.

Make it easy to contact you. Ensure that your email, phone number, address, social media channels, and forms are readily available for your customers and potential customers.

Share social proof that shows you are the best.

People love to hear from others' experiences, and reviews and testimonials are best to share that.

Consider making these also videos for a personal touch. If you have not sold anything online yet and you're waiting for the reviews to come in, reach out to people you've worked on similar projects with.

CHECKLIST COMPLETE?
DOWNLOAD LEVEL TWO