



## **ZYTO Business Coaching: Client Magnet Checklist**

	<b>Facebook page</b>
	<b>Professional Website</b>
	<b>Online Scheduling</b> (pre-paid appointments 24/7)
	<b>Client Testimonials – Videos preferred</b>
	<b>EFFECTIVE Networking Groups</b>
	<b>Networking Skills</b>
	<b>Strategic Alliances</b>
	<b>Strong Brand</b> (promise of an experience)
	<b>Clear Niche</b> (who you love to help and you ROCK at it)
	<b>Signature System</b> (how you help)
	<b>Signature Talk</b>
	<b>Powerful Logo</b>
	<b>Branded Business Cards</b>
	<b>Regular Speaking Engagements</b>
	<b>Live Events &amp; Expos with Magnetic Action Plan</b>
	<b>A Clear Path/Funnel for Your Clients/Patients to Follow</b>