

Leading from Home?

Audit These Parts of Your Business

In a perfect world, we'd all have the time to crank out at least one blog per week, have perfectly organized offices and be on top of all of the latest industry trends — but, that rarely happens in real life. Over the next few weeks, instead of watching (another) episode of Tiger King, use that time to take a deep breath and catch up. Blogs, downloadable content offers, email templates, social posts, SEO, cleaning — anything. Set a reasonable goal for yourself — by the end of next month, you'll have everything organized and ready to go!



Advertising

- Adjust current advertising creative
- Evaluate your social media and email strategy to make sure copy/tone is still relevant
- Create or refresh your brand *Style Guide*
- Update brand collateral (Business Cards, Line Sheets, Letterhead, Folders)
- Stockpile content for future use (Blogs, Content Offers, Email Templates, Social Posts, etc.)

Website

- Make all critical updates to your CMS
- Test contact forms and links
- Proofread copy and update relevant information
- Ensure you have a *Privacy Policy* on your site

Local SEO

- Claim all listings available to your business
- Update any information that may have changed
- Maintain consistency on all listings

CRM

- Make a pros and cons list to make sure your solution and package is right for your business
- Audit your data and update records
- Segment your lists

Office Housekeeping

- Audit vendors (Internet, TV, Phone, Software, Suppliers, Subscriptions, Contracts)
- Settle up overdue bills with clients and vendors
- Evaluate 401k and insurance packages
- Clean office space or renovate and make improvements
- Organize files (Physical, Cloud-based, Email)
- Update computers and software

Professional Development

- Catch up on industry articles
- Read old newsletters that you haven't gotten to
- Take online training classes to learn new skills or improve on existing skills

What's Next?

- Put a strategy in place for ramping back up when COVID-19 comes to an end

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