

Your 90-Day Action Plan to Attracting More Clients in 2025

(QUICK START CHECKLIST)

Week 1-2: Foundation Setup

- ☐ Define your ideal client using the 5-Point Avatar Framework.
- ☐ Audit your website for mobile-first conversion optimization.
- ☐ Set up privacy-compliant analytics (Google Analytics 4 + consent management).
- ☐ Create branded booking page with Calfrenzy or similar tool.
- ☐ Write 3 case studies using the Challenge-Solution-Results format.

Week 3-6: Content & Social Presence

- ☐ Launch weekly blog/video content addressing the client pain point.
- ☐ Optimize LinkedIn profile with client-centric keywords.
- ☐ Start email nurture sequence (5-part welcome series).
- ☐ Join 2 high-value communities in your niche.
- ☐ Collect and display 5 strategic testimonials.

Week 7-12: Scale & Partnerships

- ☐ Launch referral program with 10 past clients.
- ☐ Partner with 2 complementary service providers.
- ☐ Run AI-optimized paid ads on Google/LinkedIn.
- ☐ Implement social listening strategy.
- ☐ Contact 20 past clients with value-add check-ins.

.....

Ready to transform your client acquisition? Start with just 3 strategies from this blueprint and commit to consistent execution for 90 days.

.....