10 Tips Every Small Business Owner Needs Right Now

Check each item as you review it. Choose one improvement to act on this week.

☐ **01 Lead follow-up**

Watch for: Calling back hours later, or not at all.

Next step: Automated response within 60 seconds.

☐ **02 Pricing**

Watch for: Matching competitors without knowing their costs.

Next step: Price on outcome value to the customer.

☐ **03 Reviews**

Watch for: Waiting for customers to leave them organically.

Next step: Systematic review requests after every job.

☐ **04 Hidden costs**

Watch for: Tracking only rent and payroll.

Next step: Monthly expense audit by category.

☐ **05 Marketing**

Watch for: Posting on social and hoping for leads.

Next step: Full-funnel strategy with paid media and follow-up.

Your small-business checklist

Keep going. Small, consistent changes are easier to maintain than a rushed overhaul.

☐ **06 Hiring**

Watch for: Hiring to solve a crisis instead of planning ahead.

Next step: Build a bench before you desperately need it.

☐ **07 Customer retention**

Watch for: Assuming satisfied customers come back on their own.

Next step: Scheduled touchpoints and reactivation campaigns.

☐ **08 Cash flow**

Watch for: Confusing revenue with profit.

Next step: Weekly cash flow review with 90-day projections.

☐ **09 Technology**

Watch for: Using 6 tools that don't talk to each other.

Next step: Consolidated CRM and automation stack.

☐ **10 Referrals**

Watch for: Hoping happy customers tell their friends.

Next step: Structured referral program with a real incentive.

My first priority: _____

Want help deciding what to tackle first?

[Talk with MOM about your local business]