

The 7 Steps to Building Your Service Business

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1. Create a Professional Website: *(Teach. Empower. Transform. Inc. Specialty!)*

- Develop a user-friendly and visually appealing website that highlights your services.
 - Include information about your experience, the services you offer, pricing, and contact details.
 - Showcase testimonials or reviews from satisfied clients to build trust.
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2. Utilize social media:

- Set up social media profiles on platforms like Facebook, Instagram, and Twitter.
 - Encourage satisfied clients to share their experiences on your social media pages.
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3. Offer Special Promotions:

- Create introductory offers or package deals to attract new clients.
 - Consider discounts for first-time customers, referral bonuses, or special promotions during holidays.
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4. Network with Local Businesses:

- Partner with local businesses to cross-promote services.
- Leave business cards or promotional materials at these locations.
- Attending community events to increase your visibility.

5. Build an Online Presence:

- Optimize your website for search engines (SEO) to improve its visibility on search results.
- List your business on online directories and review sites like Yelp, Google My Business, and any other local business-related platforms.
- Respond promptly and professionally to online reviews, both positive and negative.

6. Offer Personalized Services:

- Customize services based on the specific needs of each client.

7. Build a Strong Brand Image:

- Develop a memorable and professional logo for your business.
- Consistently use branding elements across all marketing materials.
- Clearly communicate your unique selling points, whether it's your experience, reliability, or the personalized service you offer.
