

This workbook is yours – fill it in as we go.

Audit where you are now, capture your answers, and leave with a personal action plan.

No wrong answers – only honest ones.

1 LINKEDIN – SELL YOURSELF, NOT JUST YOUR BUSINESS

Do you have a LinkedIn profile?

☐ Yes ☐ No ☐ Incomplete

When did you last update it?

☐ This month ☐ This year ☐ Can't remember

Do you have a professional headshot?

☐ Yes ☐ No ☐ Using a selfie or logo

What does your headline say right now?

Does your About section tell your story?

☐ Yes, love it ☐ Sort of ☐ Basically empty

My new headline will say:

Three wins or milestones I could post about:

One person I'll connect with this week:

Which platform makes the most sense for your business?

- ☐ Facebook ☐ Instagram ☐ TikTok ☐ All three ☐ None yet

Why? Who is your customer and where do they spend time online?

One content idea I could post this week:

Check each one that applies to you right now:

- ☐ My Google Business Profile is claimed and verified
☐ My business hours are current and accurate
☐ My website URL is listed
☐ I have added at least 5 photos
☐ I have responded to at least one review in the last 30 days
☐ My business description is filled out completely

The first item I'll fix or set up:

Google your business name right now. What appears on the first page?

Do you have any negative reviews or content to address?

- ☐ Yes – need a strategy ☐ No ☐ Haven't looked yet

The #1 thing I want people to say about my business:

My website URL (or planned URL):

Is it mobile-friendly?

☐ Yes ☐ No ☐ Don't know

The #1 question my customer types into Google:

Does my homepage answer that question?

☐ Yes ☐ No ☐ Not sure

Am I showing up in AI search? (Try ChatGPT or Perplexity now)

☐ Yes ☐ No ☐ Haven't tried

Check each one that applies:

- ☐ Google Analytics 4 is installed on my website
- ☐ Google Search Console is connected
- ☐ Google Alerts is set up for my business name
- ☐ I review my social analytics at least monthly
- ☐ I know where most of my website traffic comes from

One analytics tool I'll set up this week:

MY ACTION PLAN

The three things I am doing in the next 48 hours:

1.
2.
3.

The ONE platform I am starting with:

- ☐ LinkedIn ☐ Facebook ☐ Instagram ☐ TikTok ☐ Google Business Profile

All resources, tools and links from this session:

allynmedia.com/resources