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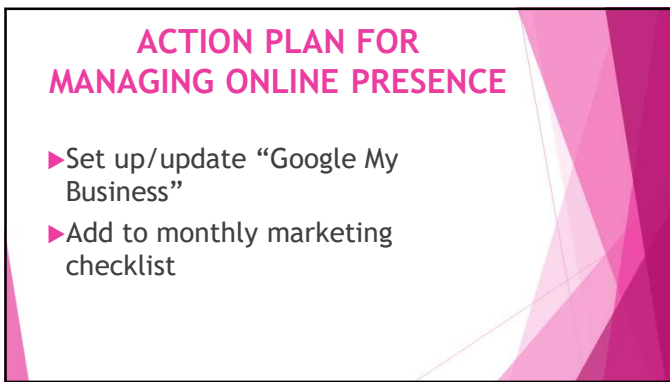
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**ACTION PLAN FOR WEBSITE**

- ▶ Make sure the website is easy to read and navigate
- ▶ Keep calendar updated
- ▶ Consider video testimonials with your customers
- ▶ Add all to monthly marketing checklist

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**ACTION PLAN FOR FOLLOW YOUR REVIEWS**

- ▶ Respond to reviews
- ▶ Add to monthly marketing checklist

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**ACTION PLAN FOR STAFF ONBOARDING**

- ▶ Create/update staff onboarding process

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### ACTION PLAN FOR HIRING THE RIGHT PEOPLE

- ▶ Have your pulse on the industry standards
- ▶ Keep good connections with resources

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### ACTION PLAN FOR MAINTAINING GREAT STAFF

- ▶ Provide resources
  - ▶ Seek educational funding
  - ▶ Seek daycare funding
  - ▶ Schedule frequent individual and team meetings to discuss employee's satisfaction with the job and any new ideas they might have

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### ACTION PLAN FOR YOU - AS THE BUSINESS OWNER!

- ▶ Action plan:
  - ▶ Ask for constructive feedback from staff and other business owners

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## QUESTIONS?

▶ Contact information:

- ▶ Dawn Mushill, CEO
- ▶ Customer Service and Beyond
- ▶ [www.Dawnmushill.com](http://www.Dawnmushill.com)
- ▶ [dawn@Dawnmushill.com](mailto:dawn@Dawnmushill.com)

- ▶ Dawn Mushill, Executive Director
- ▶ Troy/Maryville/St. Jacob/Marine Chamber of Commerce
- ▶ [www.troymaryvillecoc.com](http://www.troymaryvillecoc.com)
- ▶ [dawn@troymaryvillecoc.com](mailto:dawn@troymaryvillecoc.com)

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