



OUR OFFERS FOR YOU TODAY

Thanks for joining our ProVisors session!

As you heard today, building visibility and credibility online isn't magic—it's about focus and consistency.

To help you get started, we've put together two offers:

Rey's Offer

Need IP protection fast?

Check out Rey's ***Zero to IP*** tool to quickly secure your idea.



Lauren's Offer

Want more of the right clients finding you online?

Download my ***SEO Checklist + Niche Worksheet*** to sharpen your message and boost visibility.



Use these together to sharpen your message and make it easier for the right clients to find you.

SEO Checklist (Quick Wins)

Use this to make sure your website is set up to be found.

1

Page Titles & Meta Descriptions

- Each page should have a unique, keyword-rich title and description.

2

Headings (H1, H2, H3)

- Use only one H1 per page.
- Break up content with subheadings that include relevant keywords.

3

Mobile & Speed

- Test your site on mobile.
- Use free tools like Google PageSpeed Insights to check load times.

4

Content Quality

- Blog posts or service pages should answer real questions your clients ask.
- Add fresh content regularly.

5

Local SEO

- Claim and update your Google Business Profile.
- Ensure your business name, address, and phone number are consistent across the web.

6

Links

- Add internal links between related pages.
- Seek external links (partners, associations, directories).

Niche Worksheet (Define Your Space)

Answer these prompts to zero in on your most profitable audience.

Who do you help?

(Industry, profession, or client type you know best)

What problem do you solve?

(Be specific – what keeps them up at night?)

What's your "secret sauce"?

(Unique process, background, or expertise you bring)

Where do they gather?

(Associations, LinkedIn groups, local organizations)

What content could you create for them next week?

(Blog post, FAQ, short video, case study)

Template to use:

We help [*who*] solve [*what problem*] using [*your secret sauce*].