



Week 4 - Investing in Your MVAs

Your website should be one of your Most Valuable Assets. If it's not, your Most Valuable Activity needs to be bringing it up to that level. Invest your time and possibly add some features. Here are the questions to ask:

1. ***If my website went down, would I know it quickly*** due to customer inquiries or employee's alarm? If not, what would make it that important to your business; what could you add to make your website invaluable?
2. ***Is there information on my website that increases my business*** by directing and guiding visitors to make purchases online or at our "brick and mortar" location. If you don't currently have a way to make a sale or book a service on your website, now is the time to add that feature. It has gotten less expensive and easier to add online payment over the last year or so.
3. ***Is your business strictly local*** or could you expand into new markets using your website? What product or service is uniquely yours? Could you sell "information?"
4. ***Do you have a way of capturing your visitor's email address?*** We all hate spam - they came to your website for a reason; can you provide follow up information and possibly get an additional sale?
5. ***Do you gather feedback about your products or services*** on your website? Who knows what your customers want better than your customers? Give them an opportunity to advise you on your business. Sure, they'll gripe more than compliment but honest constructive criticism is really valuable! Listen carefully and decide if it's worth considering a change. Use the compliments as testimonials - they are valuable, too!