



# Foundations That Scale: The Digital Health Checklist

Rate yourself across the core digital areas of business to see where you're setting up for success — and where you might need to shore things up.



# Checklist

## Foundations That Scale

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### **Welcome!**

You've taken the leap — left corporate life and stepped into your own business. That's a bold and exciting move! Now it's time to make sure you've got the digital foundations in place to support the growth, flexibility, and professionalism you're aiming for.

This checklist will help you take a quick, honest look at where you're at — and where you could strengthen your setup so your business doesn't just look legit... it is.

### **How to Use This Checklist**

- Below are 8 core questions, each representing a key digital area of your business foundation.
- For each, rate yourself from 1 to 10, based on how confident and complete that area feels.
- Under each question, you'll find a clear picture of what a 10/10 looks like, and a quick tip if you're not quite there yet.

**This isn't a test — it's your opportunity to check if you are set to build a business, or just another job.**

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### 1. Does your website look the part and work well?

#### What 10/10 looks like:

Your website is clean, fast, mobile-friendly, and clearly shows what you do, who you help, and how your website visitors can take the next step.

#### Not quite there yet?

Focus on a clear homepage message, easy navigation, and a strong call to action.

### 2. Can people nearby find you when they ask Google?

#### What 10/10 looks like:

Your Google Business Profile is optimised and up to date, with accurate info, reviews, and regular posts. You show up when locals search.

#### Not quite there yet?

Claim your profile and start by adding services, hours, and a couple of updates (Photos, posts, specials etc)

### 3. Are you clear on who you're talking to & what to say?

#### What 10/10 looks like:

You know exactly who your ideal client is, and your website, socials and emails speak directly to them.

#### Not quite there yet?

Write a short profile (we call these “avatars” of your ideal client (age, job, goals, pain points) and review your content through their eyes.



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### 4. Are you showing up consistently on social media?

#### What 10/10 looks like:

You post regularly on one or two platforms where your ideal client spends time. Your content is valuable and authentic.

#### Not quite there yet?

Start with one post a week on your chosen platform. Share a tip, story, or helpful insight.

### 5. Are you staying in touch with people who are interested?

#### What 10/10 looks like:

You offer something of value to collect email addresses and have a welcome email (or sequence) that goes out automatically.

#### Not quite there yet?

Create a simple freebie (like this checklist!) and use a platform like Growth360 (Growth360.com.au) or HubSpot to send your first email.

### 6. Are your systems running smoothly around the clock?

#### What 10/10 looks like:

You've automated onboarding, follow-ups, or regular reminders so your business runs while you sleep.

#### Not quite there yet?

Pick one recurring task and set up an automation to handle it (e.g., an email that goes out after someone books a call).



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### 7. Are you keeping clients engaged and coming back?

#### What 10/10 looks like:

You check in with past clients, offer value between projects, and have a rhythm for staying top of mind.

#### Not quite there yet?

Create a simple check-in calendar and send a helpful article or resource every month or two.

### 8. Are you receiving great feedback & testimonials?

#### What 10/10 looks like:

You've collected and shared positive reviews or testimonials, and use them to build trust with new clients.

#### Not quite there yet?

Reach out to your last 2–3 happy clients and ask for a short quote you can share.

### Which question has your lowest score?

### ✨ Ready to Go Deeper?



If you'd like help prioritising where to focus next — or understanding how these pieces connect — book a free Brainstorming session with me.

You'll get our full questionnaire before the call so we can dive into what matters most for your business right now.

