

MARKETING MADE

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EASY

STRATEGIES TO SPRING CLEAN YOUR PRACTICE

Springtime! The time of year when flowers are budding, birds are chirping, and warmer winds are blowing. It's also time when people purge their houses of dirt, dust, and debris, a.k.a. spring cleaning.

But spring cleaning doesn't just apply to houses anymore. Business owners can also take advantage of this wonderful time of the year to get organized and make improvements by spring cleaning their businesses.

Spring cleaning your business can show you what processes need improvement, help streamline everyday operations, and give your firm a nice breath of fresh air.

Are you ready to spring clean your practice? Here are a few suggestions:

TIDY UP YOUR WEBSITE

It's no secret that your firm's website can help your practice grow and evolve. If you let much-needed changes fall through the cracks, your website can easily collect dust and damage your brand.

There's a strong likelihood that your practice has grown and changed during the last year. Maybe there is some content on your website that needs to be rewritten to better reflect your firm's offerings. Or maybe your website looks outdated and needs to be refurbished. Fixing little details can make a significant impact.

Don't forget to deep dive into your website's search rankings. When was the last time you conducted a thorough SEO audit? Consumers' online habits are always in flux and search engines constantly shift algorithms, so it is best to review how your pages are performing on an ongoing basis. That way, you can make small tweaks to things, like keywords, in real time.



SCOUR YOUR BOOKS

While you're scrubbing down the rest of your practice in the springtime, don't forget to scour your firm's books. Your accounting books are the foundation for your firm's transactions and financial records. They can help you forecast your financial future and make smart decisions about your finances. Organize your books, review files, sort receipts, and digitize what you can. Be sure to keep your business and personal expenses separate.

DUST OFF YOUR BUSINESS PLAN

Did you create your business plan and set it on a shelf to collect dust? If you're guilty of this, now is the perfect time to dust off your business plan and revisit it. Businesses constantly develop and change. Because your firm is ever-changing, your business plan should be, too.

Set aside time each year to spring clean your business plan. Reflect on the past year and ask yourself what kind of changes your firm has made. Did you add or remove products or services? Are you targeting a new market? Did you change your business structure? If you made any changes, be sure to include them in your plan.

FRESHEN UP YOUR MARKETING STRATEGIES

There is no better time than spring to pause, examine, and freshen up your marketing strategies. Like your practice, marketing tactics are constantly developing. Each day, a new marketing trend pops up.

Spend time this spring sprucing up your marketing strategies. You can freshen things up by:

- researching new marketing trends
- investing in social media
- utilizing email marketing
- hosting client events
- conducting brand review
- analyzing last year's data

ORGANIZE YOUR INBOX

When running a busy practice, things like emails, paperwork, and other documents can quickly pile up. Use the springtime to purge your inbox. Sure, it can be a painful and time-consuming process – but you'll feel energized and organized once it is done.

While you're clearing out your inbox, you can also do some other digital spring cleaning. Go through old folders on your computer and delete unnecessary documents and folders.

DECLUTTER THE OFFICE

If you want to literally spring clean your firm, give your office a deep cleaning. Doing some decluttering around the office will do your firm good. After all, tossing out trash, dusting, and vacuuming never hurt anybody. Spring cleaning your workspace can make you feel refreshed and organized. Not only will your workplace look better, but you might also feel better, too!





TORO BRAVO
INVESTMENT ADVISORS, LLC



MONTHLY MEGAHIT

Mubashir Subhani

Each month, we like to feature an advisor that's doing exceptional work out in the field. For this month, we've chosen to feature Mubashir Subhani, who works as an Investment Advisor at Toro Bravo Investment Advisors, LLC, located in Amarillo, Texas.

Primary Coach Rick Bates had this to say: **“Mubashir Subhani (goes by Subhani), is fairly new to the business. What he lacks in years of experience, he more than makes up in motivation and activity. He has devoured the Scranton Sales Process and even taken time to add his own twists. I’m expecting big things from Subhani in the future and I will bet I am correct. For these reasons, Subhani, you are our Megahit this month.”**

Well done, Subhani! We're so pleased for your quick start, and we look forward to your continued success!