

# MOPS Checklist

## MESSAGE

Does your messaging tell your audience:

- ★ **WHAT you do?**  
*The problem(s) you solve*
- ★ **WHAT you do?**  
*The RESULT or OUTCOME of working with you/buying your thing?*
- ★ **WHO you help?**  
*The people, businesses, organisations, market, industry or group you sell to*
- ★ **HOW you help?**  
*The method, product, process or service you sell*

Does your message sound like you?  
*(Does the tone and language match your brand?)*

Is your WHAT, HOW and WHO all in one sentence/phrase in your messaging?

*For example:*  
**Helping xyz [WHO] to abc [SOLVE PROBLEM / GET THIS RESULT] by 123 [HOW]**  
or:  
**Creating abc [THIS RESULT] for xyz [WHO] by 123 [HOW]**

Do you say WHAT you do, WHO you help, and HOW here?

- ★ **Website**
- ★ **LinkedIn bio**
- ★ **Other social media bios**
- ★ **Storefront / office**  
*(if you have premises)*
- ★ **Brochure**

## OFFER

Do you have ONE thing (product / service type) you are known for selling?

Do you have ONE main signature offer – product or service?

Do you offer smaller / limited versions of your signature offer?

Can you tailor your signature offer to different audiences?

## POSITIONING

Do you have a clear REGION you sell to?

Do you have a clear RESULT you 'own'?

Do you sell to a certain INDUSTRY or MARKET?

Do you sell a certain SKILL or PRODUCT type?

Is the 'role' you play in your market clear?

Have you created your own 'space' (category) in a market?

# SALES PROCESS

For the **6 STAGES** of the sales process make sure you do something in each.

## 1. AWARENESS

Letting people know what you do

Which of the following do you do brilliantly and consistently that gets the attention of your target market? **Tick others you also do:**

- ★ **Social media**
- ★ **Advertise**
- ★ **Networking**
- ★ **Press coverage *PR***
- ★ **Speaking / events**
- ★ **Blogs / opinion pieces / articles**
- ★ **Work with partners / introducers / influencers**
- ★ **Other**

## 2. INTEREST

Sharing more information about what you do

Do you have a way of letting your market find out more about you (where at least one is an 'opt-in' where they share contact details).

- |  | NO<br>OPT IN                        | OPT IN                              |
|--|-------------------------------------|-------------------------------------|
| ★ <b>Brochure</b>                          | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ★ <b>Videos</b>                            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ★ <b>Checklist / guide / how-to / tips</b> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ★ <b>Courses</b>                           | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ★ <b>Blogs / opinion pieces / articles</b> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ★ <b>Book</b>                              | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ★ <b>Scorecard / quiz</b>                  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ★ <b>Other</b>                             | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

## 3. EVIDENCE

Show how good your products / services are

Are you sharing the results and quality of what you sell?

- ★ **Testimonials**
- ★ **Case studies**
- ★ **Reviews**
- ★ **Ratings**
- ★ **Awards**
- ★ **Comparisons**
- ★ **Industry accolades / qualifications**

## 4. EXPERIENCE

Can your market try before they buy?

Do you have a trial – free or paid for – of your product or service?

- ★ **Is there a small / taster version of what you sell available?**
- ★ **Is there a tour or walkthrough of what you sell? *If it's a service***
- ★ **Is there a demo model? *If it's a product***
- ★ **Do you have any 'behind the scenes' footage to share?**
- ★ **Any in-person trials or reviews you can share as testimonials?**

**SALES PROCESS** *Continued*

**5. SALE**

*Make it easy to buy from you*

- ★ Is your pricing clear?
- ★ Is your pricing simple?
- ★ Is the sales process clear?   
*What to do and what happens next*
- ★ Do you have sales FAQs?
- ★ Is paying for what you sell easy?
- ★ Do you send invoices / receipts straightaway?
- ★ Have you automated some / all of your sales process?

**6. LOYALTY**

*Keeping customers engaged and feeling valued*

- ★ Do you email customers regularly with news / updates / offers / tips
- ★ Do you ask customers to follow you on social media?
- ★ Do you offer customers new products and services first before everyone else?
- ★ Do you offer a loyalty / referral or rewards programme?

Your notes and ideas:

|             |               |
|-------------|---------------|
| MESSAGE     | OFFER         |
| POSITIONING | SALES PROCESS |



Find out more about MOPS here  
[businessmops.com](https://businessmops.com)