

THE PLAN

BUSINESS _____ ADDRESS _____

WALKED ON _____ WALKED BY _____

☐ FROM THE CURB

What a customer sees before they touch the door. The sign, the parking, the door, the room.

☐ FROM THE SEARCH

What the internet says about the same place, pulled up while standing in it. Name and city, hours, phone, photos, reviews, the site, and what an AI assistant says when asked for what you sell nearby.

☐ WHAT'S WORKING

Don't touch these.

☐ WHAT'S COSTING YOU CUSTOMERS

In plain words, with what it's likely costing.

☐ **WORTH FIXING, IN ORDER**

Each with a number next to it.

☐ **NOT WORTH FIXING**

Yet, or ever.

☐ **THE NEXT MOVE**

One thing. Then the one after it.

Yours to keep.

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