

Convert Footfall to Sales: Quick Wins Checklist

Why not choose five things to do over the next month?

- ☐ Walk past your own shop and honestly assess your window display.
- ☐ Update your Google Business Profile with new photos and accurate opening hours.
- ☐ Ask three happy customers to leave a Google review.
- ☐ Refresh your window display.
- ☐ Introduce one new lower-priced “little treat” product or service.
- ☐ Share the story behind one of your products on social media.
- ☐ Highlight your three best-selling products.
- ☐ Add “Staff Favourite” or “Best Seller” signs.
- ☐ Speak to a neighbouring business about a joint promotion.
- ☐ Review your shop layout from a customer’s perspective.
- ☐ Check that prices are easy to see.
- ☐ Add one new seasonal display.
- ☐ Create a reason for customers to visit this week.
- ☐ Encourage staff to greet every customer warmly.
- ☐ Try one new idea and measure the results.