

SMALL BUSINESS HELPFUL TIPS

Surviving in a time of Crisis - CoVID-19



TAKE YOUR BUSINESS ONLINE

Consider Zoom, Skype, or Hangout Meet video conferencing platforms for virtual meetings and consultations. Schedule opportunities for clients to connect with you. Record tutorials and trainings on YouTube or Facebook Live. Consider offering some of your virtual assets at no charge. This is a great time to collect leads and build relationships.



STAY CONNECTED WITH CLIENTS

Establish a rhythm to communicate and keep in touch with clients. Consider creating an email newsletter or v-log on your website that can share information and support during this difficult time. Don't neglect championing to support the well-being of your clients.



PRACTICE GOOD HYGIENE

Remind others to wash hands frequently, maintain social distancing, avoid touching eyes, nose, and mouth, cover mouth and nose when coughing or sneezing with tissue or the elbow, and as much as possible stay home. These measures will help prevent the spread of the virus.



SHOW EMPLOYEES LOVE

Help keep your employees healthy. Invite them to work from home online and stay connected by means of telecommunication platforms such as Google drive, Trello, and Zoom. If they must come into the workplace, provide and recommend safety measures. Let employees know that are supported emotionally and financially as best you can.



BUSINESS DEVELOPMENT - RESET

Use this slow period as an opportunity to work on business development. Work on your processes, marketing strategy, update your website, refine social media channels, and work on your to-do-list. Reset-Refresh-Re-focus! Get prepared for the upswing of activity in your business.



LOVE THY NEIGHBOR

Show concern for those in the community. Participate and volunteer in projects that support others during this crisis. Check on elderly clients to make sure they are getting the assistance they need. Offer assistant for children to those parents who must continue to work onsite.