

# 4 WAYS TO EQUIP YOUR BUSINESS DURING CORONAVIRUS

## 1 GET YOUR HOUSE IN ORDER

The hub and foundations of your 21st century business.

Consider:

- Website redesign
- Website migrations
- Website maintenance: security, hosting, plugins
- Google & Social Media Accounts

## 2 UPDATE YOUR SYSTEMS

Get your marketing and sales systems working more efficiently with reliable data.

Consider:

- CRM
- Marketing & Email Automation
- Virtual Capabilities
- Audit and streamline of all your digital tools

## 3 STOCK YOUR PANTRY

Create content, resources, and strategies you can use now while more ears and eyes are tuned in, but more importantly, to get ahead by having sales and marketing content planned out for when things open back up and you're back to business as usual.

Consider:

- Downloadable Content
- Videos
- Graphics
- Webinars
- Email series
- Blog Posts
- Social media ideas
- SMS marketing
- Podcasts
- Content calendars

## 4 GET OVER THE HUMP

See the opportunities rather than the obstacles in this unique time and embrace bootstrapping the work of your business.

Consider:

- Marketing and selling from the back deck or kitchen table
- Attending all the relevant virtual trainings you can
- Embracing an inside sales mentality through your LinkedIn profile, Facebook groups, website chatbox
- New product or service offerings
- Telling your story in more ways and with more boldness

