

TIPS FOR YOUR SMALL BUSINESS DURING COVID-19

Inspired by Roger Brooks

DON'T CLOSE INDEFINITELY

It may seem as though this pandemic will last forever - but by closing "until further notice" won't keep your customers checking in. Close for two weeks at a time and provide your customers with updates.

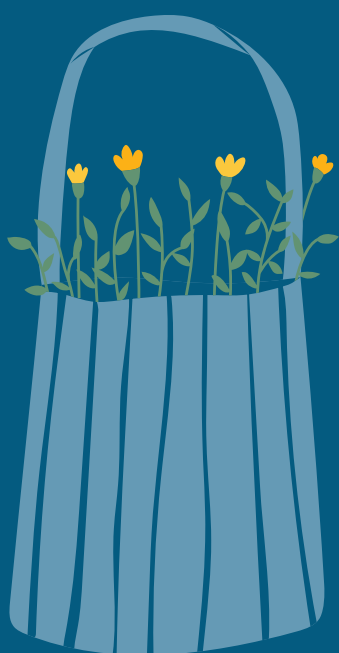


CONSIDER DELIVERING YOUR PRODUCT DIFFERENTLY

Restaurant? Why not use a food delivery service to get your meals to your customers?
Product based? Consider partnering with taxi drivers or others who may be looking for work to partner with.

KEEP YOUR VIRTUAL PRESENCE UP-TO-DATE

Open? Closed? Change of hours? Let your customers know! Update your website and social media page regularly. Let people know how they can connect with you if you're closed. Alter your messaging to fit the current situation.



ALTERNATE SERVICES

Is there an alternate service your business can provide to your customers temporarily?
Eg. Virtual cooking classes or sale of frozen meals
The key is to stay relevant so your customers don't forget about you!.

NOW IS THE TIME FOR INNOVATION IN YOUR BUSINESS