

Small businesses will save the world.

Fellow entrepreneur, you are not alone! As small business owners and creatives, we all share the same fears of how the Covid-19 outbreak will impact our work and people. Our resources are limited, so we must adapt quickly. Here's a little workbook to help you brainstorm and strategize.

GET TO WORK!

What do you sell?

List your products, services, messages, events, or campaigns.

What are the benefits of your products?

What are the features of your product? What makes your product unique?
How can your product help fulfill the needs of your customers today?

Which products can you focus on?

Which products are easiest to sell? If you have limited time and resources, choose products that can still feel relevant right now. If nothing comes to mind, how can you repackage certain products to make them feel relevant?

What is the message you want to communicate with these products?

What do you want to say, and how do you want to say it?

Are your bestsellers still sellable?

What can you do if you are unable to sell your hero products? How can you gain the income lost from this?

How will you sell your products?

List all methods and channels that may be effective in getting your product to your customer.

Think of wild and creative ideas on how you can sell or spread the word about your products.

How can you create & communicate a safer experience for your customers & employees?

Reinforce messages on your processes and precautions.

How can you monetize the other aspects of your business?

Is there a way to make money out of information, your processes, and other capabilities, even if it's not related to your main product?

What are new products you can create / services you can offer?

Stay positive!

List the people who *you* can help.

Are there other individuals and communities that could need your products or services? Who can you collaborate with? Which brands and organizations share the same message as yours?

List the people who can help *you*.

Who do you need to connect with to put your plans in motion?

Timeline / Next steps:

You can do this!