

THE GLOBAL COVID-19 PANDEMIC

# ***Small Business Survival Guide***

**35 steps to take right now to protect yourself and your business!**



BY CLINTON SMITH

# **35 Steps to take Right now to protect yourself and your business!**

1. Most important- Drink a lot of water - stay hydrated.
2. Don't smoke!
3. Workout or do something physical every day throughout the day.
4. Eat healthy
5. Cash is King!
6. Build your email list, website, and social presence.
7. Create a digital product or service.
8. Stay mentally alert
9. Stay informed - avoid excessive negativity in news!
10. Assume this could become the new normal - plan ahead!
11. Practice Social distancing.
12. Wash hands well and often with warm soapy water.
13. Monitor family members report symptoms.
14. Use Social Media to reach your audience to share important information and tips.
15. When going out avoid touching things
16. Avoid touching any part of your mouth, nose, face, or eyes.
17. Create your own digital product or service.
18. Stay mentally alert!
19. Avoid too much negativity on the news.
20. Assume this could become the new normal - plan ahead!
21. Use FB live, Twitter, LinkedIn, Instagram and others to broadcast your messages to your audience.

22. Rest, relax, and try not to worry!
23. Take advantage of downtime to learn a new skill, read, a book or do something creative.
24. Use Canva to create reports like this, or posts, or any type of creative for social media for FREE!
25. Use a landing page and ethical bribe to get people onto your list.
26. Run contests if your industry allows that.
27. Get out in nature (where permissible) and avoid coming into contact with others when possible.
28. If contact with others is inevitable take all necessary precautions available to lower your risk of being contaminated or getting sick.
29. Stay positive! Have faith in a higher being no matter how hard it gets.
30. Avoid complete isolation, by meeting up with your contacts and network remotely.
31. Get a good audio mic and small camera for your computer so you can do teleconferences with video.
32. Use skype, zoom, or free tools for video conferencing with clients.
33. Can you make in home visits or delivery services for your business?
34. Use Pay-per-view or pay-per-click advertising campaigns.
35. When using paid ad strategies or free traffic strategies, make sure you optimize by (1) driving to a dedicated capture page, (2) use re-targeting to maximize ad spend, (3) use an email follow up system to capture and communicate into a drip sequence.

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