

LOCKDOWN BUSINESS NEWS

This is an important Message to Local Businesses in Caterham, as we position to come out of Lockdown. Here are some things you can do right now to help your Business...at little or no cost to **Future Proof** your Business...

10 Powerful FREE Methods & 5 Cash Boosters
Plus get a Website for £1!



PROTECT AND GROW YOUR BUSINESS
DURING THE CORONA RECESSION

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WORK FROM HOME TIPS

Right now, a lot of people are working from home who aren't used to it...

And those who already worked from home are dealing with family members who used to be gone for most of the day, being home all the time, making it harder to focus on getting tasks done...

Here are some tips that will help you have a better experience working from home:

1. Make a Designated Room/Office – It's crucial to keep your work life and home life separate. One way to help do this is by having a designated home office... If you can't have a dedicated room, have a dedicated specific place which has the least distractions possible, ideally a window you can look out of now and then (good for the eyes), and noise cancelling headphones (the headphones send a message to those around you that you are working) ; and a good Internet connection



YOUR HOME OFFICE

2. Don't Get Distracted by the 'News' – Right now the news is a huge distraction for people working from home. It's good to be informed, but don't let it encompass your whole day.

3. Get Dressed! – This might seem simple, or trivial, but it's actually pretty important. No need to dress as formally as you would for work, but the basic act of putting clothes tells your brain it's time to wake up and get things done.

4. Define Your Working Hours – Setting clear hours is a crucial part of ensuring a proper work/life balance. Having a separate time & space to work will help you be more present in your home life. Have clear start times, and end times for your work and stick to them.



FOREWORD

If you are a business owner, In the weeks ahead there are 7 vital steps you can take to protect your business and do whatever we can to minimise loss of sales and most importantly, prepare your business to emerge from this chaos as strong as humanly possible.

To be clear, I don't have a magic wand. And I'm well aware of the enormous difficulties that many business owners are facing. But you should also be aware that many successful Entrepreneurs are viewing this as a time of enormous opportunity. Your competitors will stop everything. You shouldn't.

So here are the big lessons we learned from those who didn't just survive the last recession but thrived through it. These are not my ideas. I'm not claiming they're right or wrong. They're just what the people who survived last time did.

Don't stop Marketing. This is the single biggest mistake that businesses that fail make in a recession. If you had a profitable business before this virus outbreak, low or zero sales for a few weeks won't destroy you. What will destroy you is, when we emerge from this, if you have stopped all customer communication, you'll have no backlog of pent up demand and customer goodwill to fall back on. It will take you another 2- 3 months to catch up when you turn the Marketing back on and by then it may be too late.





DON'T STOP MARKETING

For some Businesses , It doesn't make sense to continue with paid advertising: restaurants, hotels, etc. But for others, if you can continue, you should. Even if you can't get the sales right now. For example, I have a relative with a sofa store who spends 30k per month on Google. His store is now closed. We've reduced the budget but his Google ads will continue. When someone stuck at home three weeks from now starts dreaming of the new sofa they're going to get when this is all over, he must be there when they search on Google. They won't be able to buy that day, but he'll be their first choice when they are finally able to go out and buy.

Ring Fence Your Customers. Do you care about your customers? If you do, why would you stop communicating to them just because they can't give you money right now? The business owner who ignores their customers during this time is telling them they view their relationship as purely transactional: When the money stops, the relationship stops. Keep in touch with them!

DON'T CUT PRICES

Don't Cut Prices – Add More Value. We are obviously in a Recession and that Recession is going to continue when things get back to 'normal.' In the months ahead I urge you, implore you, do NOT cut your prices.

The natural inclination when selling gets hard is to reduce prices. It doesn't work. It destroys your profit margins and you end up in a negative, destructive circle.

Also, this is going to be a weird Recession. There will still be millions of people with plenty of money. It's just that the money is coming to a standstill for a while. When it starts moving again, those with money will not need a price reduction.

If your customers are having a hard time and you want to help, the solution isn't cutting prices. It's adding value. Add more value.

So step into your customers' shoes and ask yourself how you can add more value in the weeks ahead.



FIX THE HOLES IN THE BUCKET

Fix The Holes in The Bucket All businesses have 'holes in the bucket' through which money falls, even in the best of times. The most obvious are wasteful costs. But the biggest holes are actually with ineffective Marketing.

An obvious example is websites. Every visitor who arrives at your website who does not convert to a prospect or buyer is lost money. Fixing your website is fixing one of the big holes in your bucket.

GET A WEBSITE FOR £1 - SEE BELOW*

Other examples are: not regularly emailing customers at, not following up with leads and prospects, not selling more to existing customers, not testing premium priced offerings, a Google Ads campaign that's not being run properly, not having video, not having a 'Mobile First' strategy, not doing Remarketing on Facebook, Google and Youtube. I could go on. It's a very long list.

All of the smart Entrepreneurs I know are using this time to fix the holes in their Marketing bucket. Let's face it, you never get around to the Marketing because you never had enough time. You've probably now got some time. So please use it to obsess about making your Marketing brilliant.

PLAN YOUR MOVES

Consider Scaling Up Your Marketing Now, the opportunity, not for everyone, but certainly for around 60% of the business owners we're working with.

If your customers can still buy, or if you can get leads and prospects who could buy in a few weeks – and you have access to cash, you should seriously consider scaling up your Marketing.

Cost per click on Facebook and Google is plummeting. Your competitors are disappearing. Sadly, many of those competitors will go out of business. We can hate coronavirus while simultaneously acknowledging that this is a major opportunity.

Anyone who knows about the world of investing knows that the time to buy is in a downturn. If you understand that Marketing is the process of investing to buy leads and customers, now is the time to buy, if you can.

So we have Ecommerce companies increasing their budgets over the last week by 50% or more. We have physical stores converting to Ecommerce sites in a few days. We have B2B companies changing their websites to lead generation pages.

Just because everyone around you is panicking, doesn't mean that you have to. If you see even an ounce of opportunity in the weeks ahead, seize it .

Prepare for the end of Isolation

Isolation and Social distancing will end SOON - Prepare for that moment! Things may not be exactly the same but it will happen so be ready. Smart businesses will be pro active and not put their faith in Government Promises. Make sure your marketing is as good as it can be - reduce human intervention - do more ONLINE - ensure your Website works for you 24/7 and is brilliant on Mobile - embrace digital technologies - did you know that you can set up Facebook so that prospects get a message from you when they walk past your shop, spa, restaurant , business?



"Never give in. Never give in. Never, never, never, never--in nothing, great or small, large or petty--never give in"

TOP 10 MARKETING TIPS :

It is vital to keep marketing your business and communicate to Customers even if they cannot buy right now. Be Pro active !

1. Video Online Video is a vital part of marketing and a great way to communicate to customers. Make a video using your phone - establish yourself as an authority, or simply discuss your personal situation. Remember that the future of your business depends on the relationship with your customers.

2. Email Marketing - write the emails you never got around to sending. If Customers/Clients buy from you then send follow up emails. You can automate this process by putting them into a handy inexpensive software called an **autoresponder**. This enables you to create email sequences whilst you have time on your hands.

3. Online Meetings, Webinars, Conference Calls, Zoom etc. Holding events online is extremely powerful and makes the most of the behavioural changes of your customer base. This is a simple way share information with people are currently craving connection.

4. Referrals. Do not just wait for a referral . You need a referral process , be pro active and ask for them. They are often the best customers and can 3 x your business! Do not be afraid to offer an incentive. People right now have more time and more receptive to requests for help..." Do you know anyone who could benefit from my services?"

5. Joint Ventures. Ask yourself who are the businesses out there who have access to people I want to reach? Offer them an incentive to collaborate eg. 10% of any new business you receive from any of their recommendations.... Ideally, this reciprocal relationship can build you business fast.

6. Telephone marketing

If you have time simply call your customers to check in with them...they will really appreciate it and it costs next to nothing.

7. Social media Unique daily users on Facebook are up 70% in the last few weeks.

Do not ignore the potential to keep in your customer's head. Use Video to maintain a presence on Facebook, Instagram and LinkedIn. If you can afford to boost posts and advertise it is now much cheaper than a few weeks ago!

8.Upsells - on or offline you need to consider this strategy.. A good upsell can make a huge difference to your ROI and will strengthen the core elements of your business.

9. PR Since everyone is consuming media right now it is a great time opportunity to get your business or expertise in the media. Simply contact your local news outlets and give them 3 top tips for local business etc...

10. Perhaps the Coolest and most overlooked -- Split testing

You can improve any aspect of marketing for free . eg. landing page .. try two versions and see what works the best.

BONUS TIP! Google My Business

Did you know that Google give you a Free Listing ? Make sure you Claim Yours & Complete it so your Customers can find You Online!



01 Whether you Sell Products or Services + (online ordering/remote services)

02 We Create a 1 Page Mobile 1st Website

03 Register Your Biz with Google Business

04 Optimise Your main Customer Search Keyword

05 * Includes 1 Month Hosting

ONLY £1 - some examples :

<https://acecone.convertri.com> - <https://croydongardeningsservices.convertri.com/tidygarden>

<https://goodcompanions.convertri.com/carlisle/carers> - <https://mallorca.convertri.com/1>

- <https://virtualview.convertri.com/3d> - <https://enroute.convertri.com/solutions>

Yes Please

If you want to keep the Site after 30 days, only pay £10 per week (Less than the price of a Coffee per day) includes Hosting ! Videos: get 1 new Video each Month - Cancel any time - 30 day Guarantee - (T&Cs apply)

BONUS ! 5 FAST CASH BOOSTERS

- 01 Mine Profits from Existing Customers and ask them for Refferals
- 02 Follow up all Previous Unconverted Leads. Farming is cheaper than Hunting!
- 03 Add Value and Make your Offer Irresistable...
- 04 Boost Sales by offering a GUARANTEE
- 05

Now is the time to **Transform** your Business. Increase automation and reduce human intervention. If you are Already Online get Better at it - if you are Not Online start to transition Now.....so that if this happens again you will be ready!





THANK YOU

If you want to get Online or need Business advice contact us on 0800 011 2428, or visit **Panaceas**

This special Website offer is only available in the Month of May 2020 and may be withdrawn at our discretion. We reserve the right to decline the service at our discretion. If you are unhappy with any aspect of the service we will refund any monies paid within the preceeding 30 days.

panaceas

noun

1. a solution or remedy for all difficulties

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