



Pearl
MARKETING GROUP

5 Business Things to Do Right Now in Quarantine

We want you to spend time with God and Family if you've got time on your hands at this pivotal moment in history.

Those are the most important things to spend time on.

If you're lookin' for actionable business things you can do that fit into this moment, the following pages contain ideas that you can easily include into your temporary new schedule. If you'll do one, some or all of them, you'll be in a better position to be ahead of the game when business comes back up.

Create Valuable Content

Start or continue any or all of the following:

- Start a Blog or research how to start
- Start a Podcast or research how to start (pssst: Google Pat Flynn!)
- Find free business resources
- Finish projects
- Create an Editorial Calendar

There's no need to stress yourself out in starting one of these projects. Just start! One entry a day or digest one free resource a day. Finish up a project you've started (by the way: that can be a business or a craft project!) If you don't know what an Editorial Calendar is, Google it! It'll help you so much...

Update Current Content

- Online course updates
- Product updates
- Blog updates
- Calendar updates
- Website updates
- Make personal business phone calls and update your customers. They'd love to hear from you!
- Update Google My Business business hours
- Update your SEO
- I'm sure you can think of other updates as well...

Cut Back on Expenditures

- Ditch any unnecessary things that cost extra in a time like this. Streamline your budget.
- Review your business processes and eliminate any time wasting procedures.
- Don't have any processes developed? Do that!
- Develop better systems.
- Call vendors (like the phone company or the cable company) and negotiate better deals.

Be Transparent

- Speak honestly and openly with your audience. Set their expectations of new and/or temporary policies surrounding office hours, chat options, deliveries, etc.
- Be open with your team as well, so they can plan around the any shifts that your business has to make to survive the time and economic impact.

Continue to Show Up

- Continue to speak to your audience as a leader. They need to know that you understand where they are and that maybe you're in the same circumstances and have the same challenges. **So keep doing that thing that you do!**
- Continuing in your space gives your audience something else to focus on besides current circumstances.
- Even if you can't sell right now, you CAN develop relationships by showing respect to your audience and reaching out to them. They'll remember that when this is over
- Think of ways to make your relationship meaningful and inspiring. Consider weekly emails with encouraging messages, social posts with resources, offer prayer or scriptural support.

These things keep you top of mind so that when things loosen up, your audience will remember that you were there with them, in the trenches.

Follow this link:
www.PearlMarketingGroup.com/freeideas
for FREE, actionable marketing ideas!

Let's share this page with other SMBs so they can benefit too. The more our small business community can be ready to do business quickly, the better off our economy will be when it opens up again.

Remember to include Christ in every decision you make for your business and your family. You'd be surprised at how prayer effects a situation and allows you to touch lives, especially during a time like this!