

A PANDEMIC

Pushback



*30 ways to help
your business
bounceback*





DON'T LET WHAT YOU *can't do*

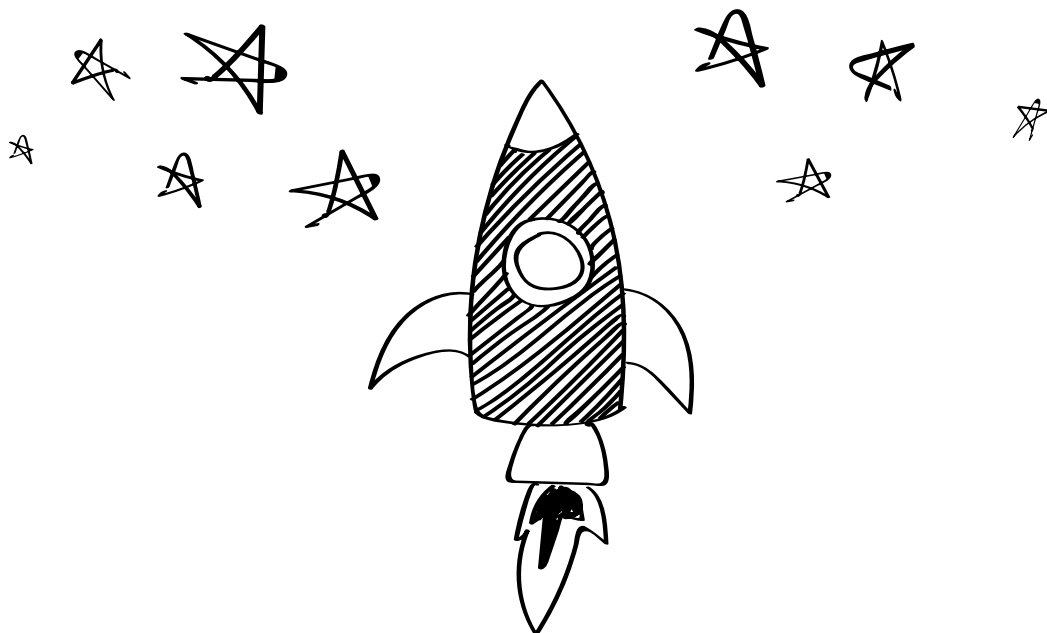
STOP YOU FROM DOING WHAT YOU *can do.*

John Wooden

Although we don't know how this pandemic will end or how our world will be different, we know that we must face these challenges and find some way to rebuild, redefine, and revitalize our businesses. Big or small, old or new, every business is facing new challenges and new opportunities. Here are a wide range of ideas to help get you back on track, get re-inspired, and keep pushing through these challenging times. We're all in this together so we hope you find some nuggets of inspiration or an idea or two to keep you going!

No matter how you decide to use this list of ideas, know that today can be a new beginning—a restart—if you decide that it is.

Let's get to it!



What's inside

(PURE GOODNESS, THAT'S WHAT.)

1.Don't panic
- ♥. **Bonus:** Groovy Coloring page
2. Shift your thinking
3. Work on your business, not in it
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6. Make a plan, Stan
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22. Google my business
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27. Check your email
28. Stay flexible
29. Get grateful!
30. It's ok to ask for help
- ♥. **Bonus:** Pushback quotes

1.

Don't panic

(AND ALWAYS CARRY A TOWEL.)

Ok, maybe you don't need a towel. After all, the world isn't ending. But it is changing. So for today, for the next 8 hours of work time, what can you do to be more thoughtful in your decisions, more cautious in your actions, and more deliberate in your analysis?



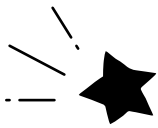
CHALLENGE:

Learn how to **MEDITATE**. Set a time where you can **spend 20 minutes in silence**.

If that's too much, set a reminder on your phone to take **5 minutes** three times today—and do *nothing*.

Just sit. Be silent. Listen to the quiet.

Explore the possibilities of inaction. Quite often, *there is inspiration in the stillness*.

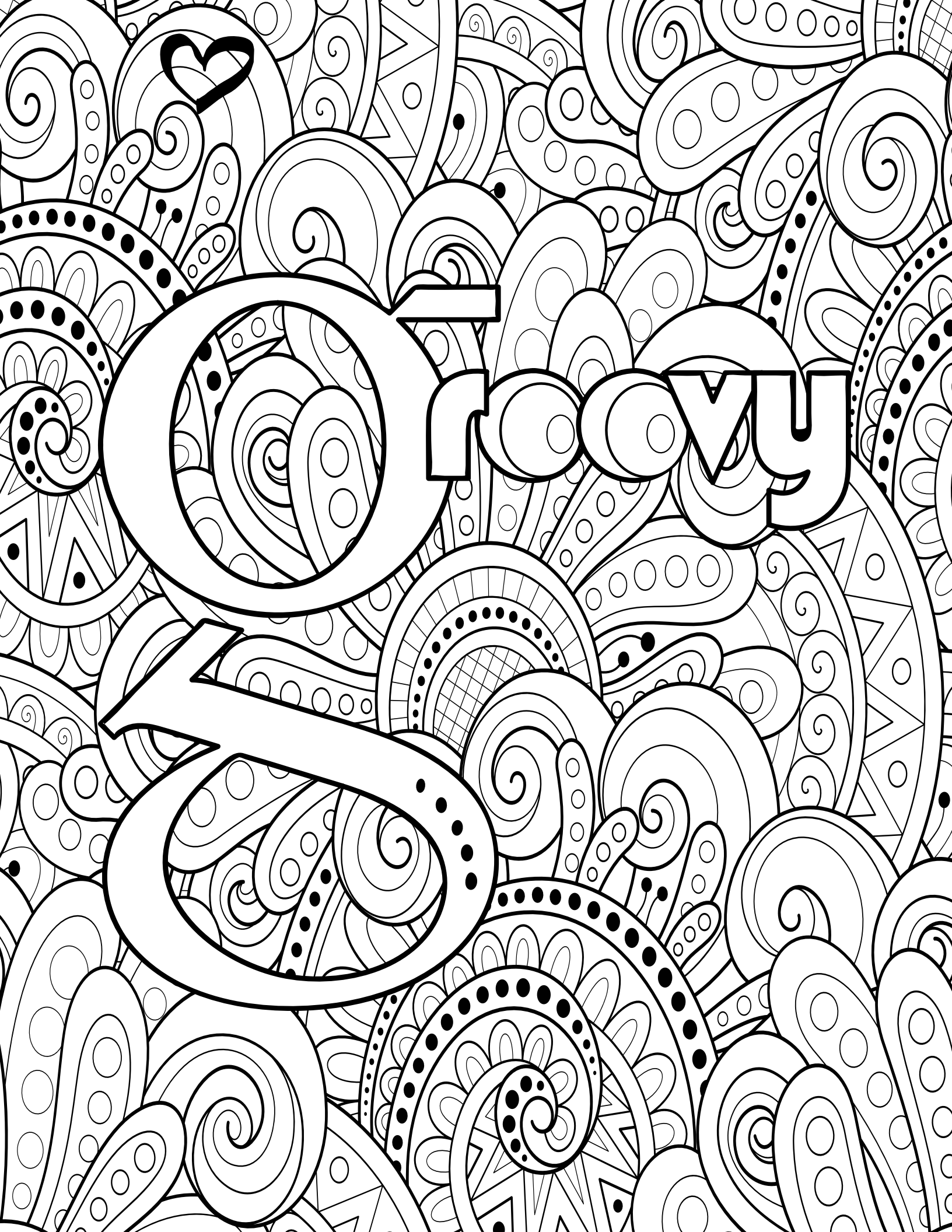


PRO-TIP:

Try a meditation app, like Calm. Or coloring! It's a great way to getting out of your head. So pull those dusty crayons out of the drawer and head to the next page!



INSPIRATIONS/ACTIONS: _____



Q roovy
Z

2.

Shift your thinking

Now might be a good time to make an assessment of what news you take in and how you spend your time. It could be the perfect time to explore new possibilities and new ways of viewing the world. Is it time to change who you hang out with, what vendors you work with or how you promote your business? This might be a good time to review everything! Shift your thinking. Adapt and get back on track.



INSPIRATIONS/ACTIONS: _____

3.

Work on your business, not in it

Take an hour to work ON your business. A retreat to nature or a backyard meditation might do your mind some good to assess what your business needs going forward. What comes to mind?



INSPIRATIONS/ACTIONS: _____

4.

Review resources

Where are you getting your ideas? Where are you getting your news? What search engine do you use? What meetings do you go to or avoid? What books do you read? What podcasts do you listen to?

Consider doing the **opposite** for a while. Listen to opposing views. Read a different kind of book. Listen to a new podcast about your industry. Go to a virtual Meetup that will challenge your thinking. Open your calendar and schedule some time to review.



RESOURCES TO REVIEW: _____

5.

Review finances

What can you do to cut costs? How can you invest differently? SHOULD you be spending more money advertising in new ways, new places, new media, new creative? Asking new questions reveals new answers.



FINANCES TO REVIEW: _____

6.

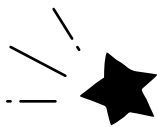
Make a plan, Stan.

Even if you don't know where you're going, what your business can or can't do, the process of building a new plan stimulates your gray matter to see new possibilities. Just by discussing your new plan with your employees or co-workers, you can clean out the cobwebs of the past and open the windows of opportunity ahead. Any plan requires making commitments to the unknown. Take some baby steps with your planning process.



CHALLENGE:

Make a **30-day plan**, a **60-day plan**, or a **90-day plan**. Pick one, get started. A plan requires purpose. And a purpose is what drives us. Plan for success.



PRO-TIP:

Start small. What can you do daily and/or weekly to accomplish this? Once you have your plan, **share it!**



30-DAY PLAN BRAINSTORM: _____

7.

Retrain your brain

And your team, too! What's a **new skill** you can learn to make your business stronger? What skills should your staff learn to better serve your customers? What should you be reading, listening to and watching to help you deliver more value for your customers? How can you see this differently so that you can BE different?



I WANT TO LEARN HOW TO: _____

8.

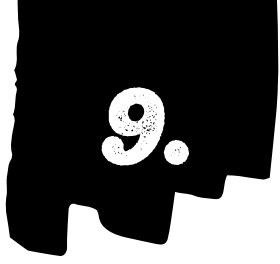
Market different

Challenge your thinking. This is a big category that could be a few hundred pages but here are just a few things to break some pandemic patterns.

Question everything. Is what you are doing now working? Review your marketing priorities. Have you consciously rated the effectiveness of your marketing efforts? Now's the time.



WHAT WILL I QUESTION TODAY? _____



Do a value-scan of your business

This is a great team brainstorming exercise that will remind everyone of why you do what you do.

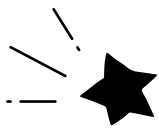


CHALLENGE:

Make a list of everything your customers gain by doing business with you. Check this list and discuss which of those things you should do even more of or stop doing all together. What's missing from the list?

What do your competitors do that you don't?

What do you do that your competitors don't?



PRO-TIP:

Use sticky notes! Have your team members write one value per sticky, then place on a whiteboard. Try grouping stickies by priority and get the team talking!



VALUE #1: _____

VALUE #2: _____

VALUE #3: _____

10.

Re-Evaluate (pay per click)

Do more, do less, but try it. Everything has changed.

How has your business changed? Have your goals changed? Is your budget different? What we search for now is so much different than what we searched for last year. Have you adjusted your pay per click messages?



INSPIRATIONS/ACTIONS: _____

11.

Re-Knooodle (keywords)

Your website and your pay per click depend on the quality of your keyword choices. Have you updated your website and your pay per click to reflect changes in search terms and phrases? **Review your keywords with your staff and customers** so you make sure your marketing efforts are laser focused. Don't forget the verbal keywords we all use on Siri, Alexa, and Google. "Alexa, who's the most affordable printer in Denver?"



KEYWORDS/PHRASES: _____

12.

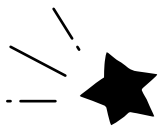
Ask your customers

They are your research department. Ask them how you can serve them differently, better, and in more meaningful ways. Pick up the phone and **call**. Send them a **survey**. Ask them for **reviews, testimonials** on videos. Ask your customers for **referrals**. Who do they know that are like them that they might introduce you to? You might be surprised at how much your customers are willing to say or do to help you succeed.



CHALLENGE:

Talk with at least three of your customers about how you can adjust your business to better serve their needs. If all goes well, ask for that Google or Yelp review!



PRO-TIP:

Offer a small giveaway in exchange for their review or testimonial— as a way to say “thank you for your time.”



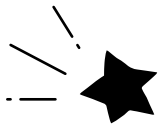
CUSTOMER INSIGHTS: _____

13.

What didn't work...

...now works. When our world went digital and everyone shifted to online marketing, our snail mailboxes got a breather.

But guess what, the effectiveness of **direct mail** suddenly has even more potential. Your postcard might stand out even more now than it did years ago! But it needs to be the right message, sent to the right people.



PRO-TIP:

CALL LAUREN GRAPHICS! They've been designing custom direct mail marketing pieces since 1989. They can even help you get it printed and mailed!

14.

Get to re-know your audience

Now that everything has changed, it may be time to get to know them all over again! Their habits and patterns have changed. Have *you changed* to meet their new habits?



CHALLENGE:

Conduct a little research, make a few phone calls, send an email survey, maybe even set up a virtual focus group.

15.

Make a video

You don't have to be a movie producer or have a great camera to tell your story in video—your phone can work just fine. Be willing to experiment with your face on screen. **YOU are your business!** Experiment a little with asking your customers to answer three questions on why they love your business. Ask your employees to explain on video what it means to work there.

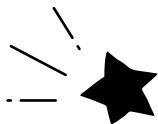


VIDEO INSPIRATIONS: _____

16.

Revitalize sales

Pick up the phone and call somebody! Email is great but it's made some of us lazy. Yes, cold calling is hard but it still works. And, that doesn't mean calling out of the blue— but the phone is still a powerful way to connect. Facetime, Zoom calls, and remember Skype? Get your face in front of people. Let them see that great smile!



PRO-TIP:

CLICK FOR A FEW TIPS ON EFFECTIVE ZOOM CALLS.

17.

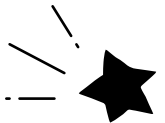
Bolster your brand

Redesign your design. When everyone is going fluorescent orange, green and pink, maybe a sleek and modern update might be what stands out! Could be as simple as updating the font in your logo or adding a color to your palette. What is your brand saying about you?



CHALLENGE IDEAS:

- Update your logo
- Revitalize that boring sales sheet
- Refresh your business cards
- Upgrade your social media profile graphics
- Swap out dated images on your website
- Get a new professional head shot



PRO-TIP:

CALL LAUREN GRAPHICS! Whether you want a small refresh or a complete brand overhaul, they are a great place to begin.



BRAND INSPIRATIONS/ACTIONS:

18.

Fun with fundamentals

Is your business doing the new fundamentals of this crazy world? You can't rebound from a crisis or a pandemic without doing the basics first. There are fundamentals for operations, fundamentals for sales, fundamentals marketing, fundamentals for HR, etc. We're a little more focused on sales and marketing so keep on reading!

➔ CHALLENGE:

READ THIS ARTICLE ON 8 BUSINESS FUNDAMENTALS.

Then, make a list of the top ten business fundamentals your industry requires for success.

19.

Offer more

Offering something of legitimate value on your website is a great way to grow your marketing list, engage prospects, and help people. Don't be stingy with your good info on this. **Share real, valuable information.** It can be through an ebook (like this one), white paper, special report, free access, downloadable audio, video...you get the point. The sky's the limit! Plus, you're building trust and value.

★ PRO-TIP:

CLICK FOR A FEW GREAT WEBSITE OPT-IN IDEAS.

20.

Optimize, re-optimize

So much has changed, has your website? Does it need to? **Review your website with your team, your customers, and/or consultants.**

Check those keywords, upgrade the visuals and tell a *better story*. SEO is not all about keywords; it's the entire synergistic system of content that your audience is searching for, presented in a way that's easy to navigate and understand. **This makes Google happy.**

By the way, optimizing your site is a journey, **not** a destination. The world is constantly changing and your site needs to evolve with it. This makes Google even happier. And what makes Google happy gets you found in organic searches. And that, my friends, is a beautiful thing.

CHALLENGE:

Answer these questions:

- What *story* is my homepage telling?
- Is my site easy to navigate?
- How can I update my content?

PRO-TIP:

CALL LAUREN GRAPHICS! They offer a free website consult, web design services, even maintenance!

21.

Question your FAQs

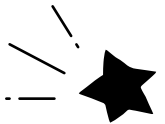
FAQ (frequently asked questions) pages are important and search engines love them. Customers too. Build it based on your top products and service, top questions, and of course, weave in the search terms people use to find answers to these.

Google loves “How to” questions and answers. Build a question/answer for each of your top ten or twenty search terms to get a little more respect and traffic from the search gods.



CHALLENGE:

READ 10 TIPS FOR CREATING A KILLER FAQ PAGE.



PRO-TIP:

To get the keyword juices flowing, try typing your question into a search engine and see what words and phrases get pre-populated as suggestions. You can also try a free tool like **MOZILLA'S KEYWORD EXPLORER.**



FAQS FOR YOUR BUSINESS: _____

22.

Google my business

Google My Business is a tool. It's one more asset in your business marketing fundamental tool kit! This gives your local audience a clearer picture of where you are, what you do and how they can connect with you. Best of all, it's free.

➔ CHALLENGE:

REGISTER AT WWW.GOOGLE.COM/BUSINESS

23.

Affiliate

Affiliate marketing is a tool that has been around a long time and it's become very sophisticated. Could your product be promoted and sold by others? Can you promote others in exchange? **FYI: this also makes Google happy.**

➔ CHALLENGE:

READ THIS ARTICLE ON AFFILIATE MARKTING.

★ PRO-TIP:

Begin by looking around you. Do you know someone who is selling services or products that compliment yours?

24.

Modify the mission

Review your company's mission. Has it changed? Should it? Should you double down and recommit or is it time to say, abandon ship! Here's an old tool for building that mission statement that still might work to help you stay or get clear about your future.

➔ CHALLENGE:

Fill in the blanks:

We are building energy efficient e-bikes
so that people waste less money on polluting cars
as measured by a continuously increasing rate of sales.

25.

Be a top model

Not THAT kind of model (unless that's your thing). We mean, model what you want to see. Are you being a kind person in a stressful environment? Are you modeling what you expect from others? Are you being the kind of boss you'd like to have? Are you being the kind of spouse you wish you had?

★ PRO-TIP:

"Start changing yourself if you want to change the life around you." - Mahatma Gandhi

26.

Get social

Social media—pick a few and do them well. Find out where your audience is and hit the platform hard. Instagram, LinkedIn, Twitter, and Facebook all have their pros and cons. Whichever you use, post content at a frequency you can maintain. Consistency works.

- Promote yourself 25 to 50% of the time and spend the rest engaging with others and sharing relevant info.
- Try posting at different times.
- Put more real people and less stock photography and company logos in your messages.
- Offer to help. Give away some of your expertise. This builds trust and value.
- Join and participate in groups your customers are in. This can give you great insight into your customers' wants, habits, and needs.
- Ask for staff support, connections, ideas.



CHALLENGE:

READ THIS ARTICLE FOR 11 MORE TIPS.



SOCIAL MEDIA ACTIONS: _____

27.

Check your email

Email marketing starts with an opt-in form on your website and should include multiple auto-responders set up to span 6 to 12 months. A regular schedule of helpful emails with the occasional promotional email will help keep your business on the tip of their brains.

Some of the most effective emails are personal. Never abuse that relationship for a quick sale. Once trust is established, they will come back to you for the sale!



POSSIBLE EMAIL MESSAGING: _____

28.

Stay flexible

Where can you change your attitude about this new world? Can you accept the fact that social distancing is here to stay? Can you see rearranging the office to make that work? Can you initiate an alternative to greeting your customers with handshakes?



CHALLENGE:

Make a list of the things you find irritating about the pandemic (it's ok if you need extra paper for this one). Then, brainstorm what you can do to accept or adapt to each item for the good of your business.

29.

Be grateful!

Count your blessings every day. And we mean, every day. Whatever you have to be grateful for, say it to yourself and those you care about. This pandemic will pass. We'll learn from this and in some way be better for it. The world is a little chaotic right now but we have to continue to see the opportunities for a better future. Let's make this work. We're all in this together.



LIST 3 THINGS YOU'RE GRATEFUL FOR: _____

30.

It's ok to ask for help

We know these pages hold a lot of information and if you just read it cover to cover, first of all, *kudos!* And second of all, you are probably a little overwhelmed. If you need a little help with freshening up your brand or designing an email campaign, need a website update or maybe you just don't know where to start, call the Lauren Graphics Team!

We are a team of designers with a variety of skill sets that is able to handle a wide range of projects, from print and direct mail to custom websites. Let us help you help your business not only survive, but **THRIVE** during this pandemic.



CHALLENGE: Call 303.705.9900 today!



Pushback

THOSE NEGATIVE THOUGHTS!

(cut, read, post, share, and read again!)

"You're far too smart to be the only thing standing in your way."

unknown



**"Here goes nothing"
could be the start of everything.**

"Start changing yourself if you want to change the life around you."

unknown

**"Falling down is an accident.
Staying down is a choice."**

Mahatma Gandhi

"Remember: You've survived everything you've ever been through."

Lalah Delia

"Life is 10% what happens to you and 90% how you react to it."

"Only in the darkness can you see the stars."

Martin Luther King Jr.

-----> *We want to hear your ideas!*

Email them to Lauren@LaurenGraphicsInc.com.

We'll post them on our unblog each month and award a prize for the most innovative, entertaining and inspiring ideas that are working for you and your business!

WE'RE ALL IN THIS TOGETHER!

Looking for a little marketing innovation?

Contact Steve Dahl at 760.519.1265 or

DahlMarketing@gmail.com

DahlMarketing.com

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years | LAUREN
GRAPHICS
INC

Lauren Graphics Inc.

9 Inverness Dr. East
Englewood, CO 80112
303.705.9900

Lauren@LaurenGraphicsInc.com

LaurenGraphicsInc.com

Dahl Marketing

760.519.1265

DahlMarketing@gmail.com

DahlMarketing.com

