







The ULTIMATE 2020
BUSINESS
SURVIVAL GUIDE




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"HOW TO CRUSH THE **FEAR, DOUBTS AND UNCERTAINTY** AND **GENERATE SALES** IN A CHALLENGING FINANCIAL CLIMATE"

<div>1BECOME ESSENTIAL</div> <p>When things get tough, it's way better to sell medicine than multi-vitamins. You must solve a problem that's essential and critical for your customers' life, health, wealth and/or relationships (or all four!). Focus on the one Currency (unit of value) that your customers need you to solve right now!</p>	<div>2DELIVER ONLINE</div> <p>Now is the time to expand or transition your product delivery to the interwebs! Virtually any product or service can be delivered online using virtual events, coaching, consulting, local delivery coupons and hybrid business models. Set up your business for both short term sales and long-term success!</p>	<div>3UPGRADE YOUR GAME</div> <p>One of the bi-products of any financial crisis is time. Instead of "hoping for the best", now is the time to invest in yourself and acquire the specific skill(s) and support you need to stay afloat and maximize your odds for success. Be sure to follow an expert who has a proven track record and clear system for helping folks achieve the exact outcome you desire!</p>	<div>4FINANCIAL & INFO DIET</div> <p>Get and stay on a strict "information diet" by avoiding all the hype, fear and "doom and gloom" content that's flooding your inbox and newsfeeds. Invest in revenue generating activities. As a general rule, producers of content make money while consumers spend money.</p>	<div>5"K.A.D." EVERYTHING</div> <p>To help extend the time and financial runway you have to weather the storm, make hard decisions up front in terms of mission critical activities and team members. Then it's important to Kill (stop doing), Automate or Delegate mission-critical strategies as quickly as possible for maximum results and cost savings...</p>
<div>6GET TOGETHER</div> <p>Do not quarantine your business! During challenging and uncertain times, it's absolutely essential that you carefully select and remain active in online groups so you can stay plugged-in to others who share your challenges and goals.</p>	<div>7MOVE THE FREE LINE</div> <p>In a financial crisis or downturn, your prospects and customers are feeling the same fears, doubts and uncertainty that you are. Consider "moving the free line" by providing more value in advance. Offer free trials, payment plans and low priced offers so you can help more people and position your business for long-term success...</p>	<div>8CRUSH IT WITH CONTENT</div> <p>Thankfully, at no point in history has creating and publishing content been more powerful and less expensive. Create a list of FAQ's, problems you solve and search terms related to the problems your product solves and start publishing videos, blogs and social media content ASAP!</p>	<div>9KNOW YOUR NUMBERS</div> <p>In even the best of market conditions, the only way to reduce risk and achieve predictable revenue is to know the cost and value for a lead, prospect and customer. You must reverse-engineer the numbers you should be hitting each day to keep your business surviving and on track for continued success...You need to reach more people in a downturn</p>	<div>10STAY IN THE FIGHT!</div> <p>Above all else, the one thing you can control is effort. No external event or situation is more powerful than the focused and committed actions you take each and every day to generate new sales. This could mean more content, emails, phone calls or whatever it takes. The only way to lose is to quit!</p>

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1  BECOME ESSENTIAL When things get tough, it's way better to sell medicine than multi-vitamins . You must solve a problem that's essential and critical for your customers' life, health, wealth and/or relationships (or all four!). Focus on the one Currency (unit of value) that your customers need you to solve right now!	2  DELIVER ONLINE Now is the time to expand or transition your product delivery to the interwebs! Virtually any product or service can be delivered online using virtual events, coaching, consulting, local delivery coupons and hybrid business models. Set up your business for both short term sales and long-term success!	3  UPGRADE YOUR GAME One of the bi-products of any financial crisis is time. Instead of “hoping for the best”, now is the time to invest in yourself and acquire the specific skill(s) and support you need to stay afloat and maximize your odds for success . Be sure to follow an expert who has a proven track record and clear system for helping folks achieve the exact outcome you desire!	4  FINANCIAL & INFO DIET Get and stay on a strict “information diet” by avoiding all the hype, fear and “doom and gloom” content that's flooding your inbox and newsfeeds. Invest in revenue generating activities. As a general rule, producers of content make money while consumers spend money .	5  “K.A.D.” EVERYTHING To help extend the time and financial runway you have to weather the storm , make hard decisions up front in terms of mission critical activities and team members. Then it's important to Kill (stop doing), Automate or Delegate mission-critical strategies as quickly as possible for maximum results and cost savings...
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