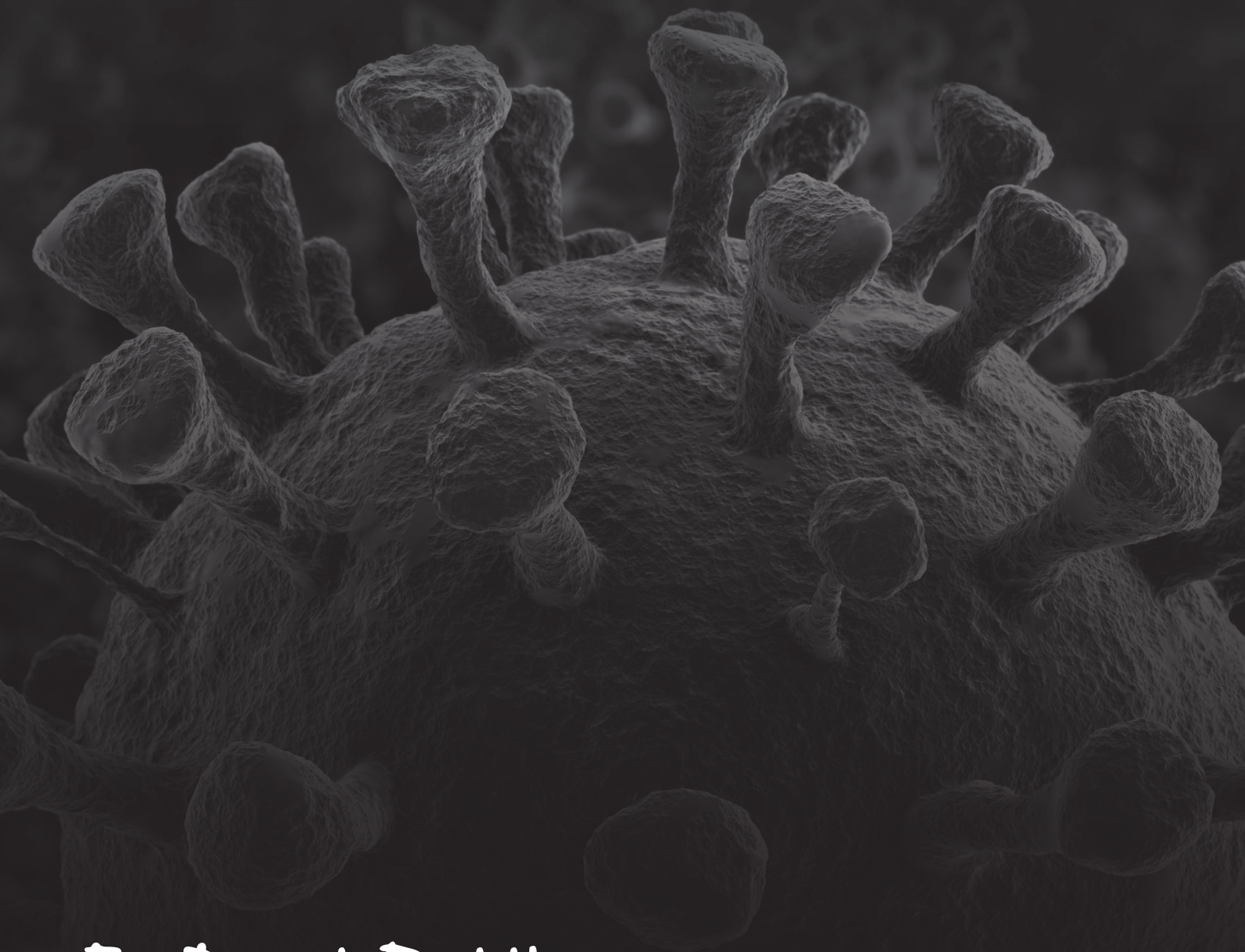




Operation PROTECT

A PRACTICAL PLAN FOR EASTBOURNE BUSINESS OWNERS

in this time of crisis



By David Ruddle

thebestofeastbourne

APRIL 2020

1st April 2020

I've put this booklet together to help any and all business owners in Eastbourne at this extraordinary time.

It's a practical guide that focuses on the important things you can do – even during lockdown – to help ensure that your business not only survives but emerges from this crisis in the best possible shape to take advantage of the big upturn that will surely come.

It's about protecting your business and your future and preparing yourself for the sunlit uplands that, please God, are only a few short weeks away.

Your Checklist...

...is on the centre pages.

Please use it. Tick off all the elements.

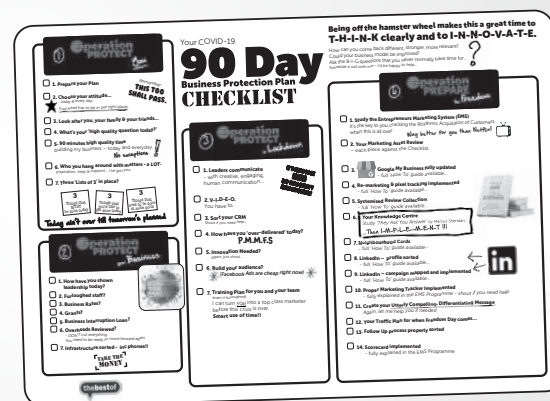
It's the most useful tool you have to keep you on track, make the most of your time in lockdown and make your marketing brilliant so that when we emerge from this you really are all set to flourish and thrive like never before.

Stay focused,

This is your time...

David Ruddle
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Introduction

We are facing a situation that genuinely is do or die for our businesses.

In this booklet I'm providing you with clarity and guidance on the three things you need:

- What you should be doing;
- How to do it, and...
- How to get the help and support you need to get those things done as well.

On the centre pages is your copy of your **COVID-19 90-Day Business Protection Plan Checklist** which you'll find really helpful to keep you on track – and focused – on the things that matter most at this critical time.

It's so easy to get distracted but every element on this Checklist demands your attention over the next few weeks whilst the country remains in lockdown. Put it on the wall near your workspace. Tick off the elements. Use it.



There are four parts to Operation Protect.



Because we have to talk about you as an individual first and there's some very important elements in there.



We're going to go reasonably quickly over you and your business. I'm not going to rush through but we'll do it reasonably quickly because the real interesting stuff is in Parts 3 and 4.



The things you should be doing to ensure the protection and survival of your business during these next few weeks (and months!) when life is not normal, when the majority of your customers are in lockdown too...



Don't forget that what we are going through now, horrible though it is, hugely inconvenient and disrupting though it is, it will pass.

With that in mind, the really smart thing as a business owner is to ensure that you are prepared for Freedom Day...

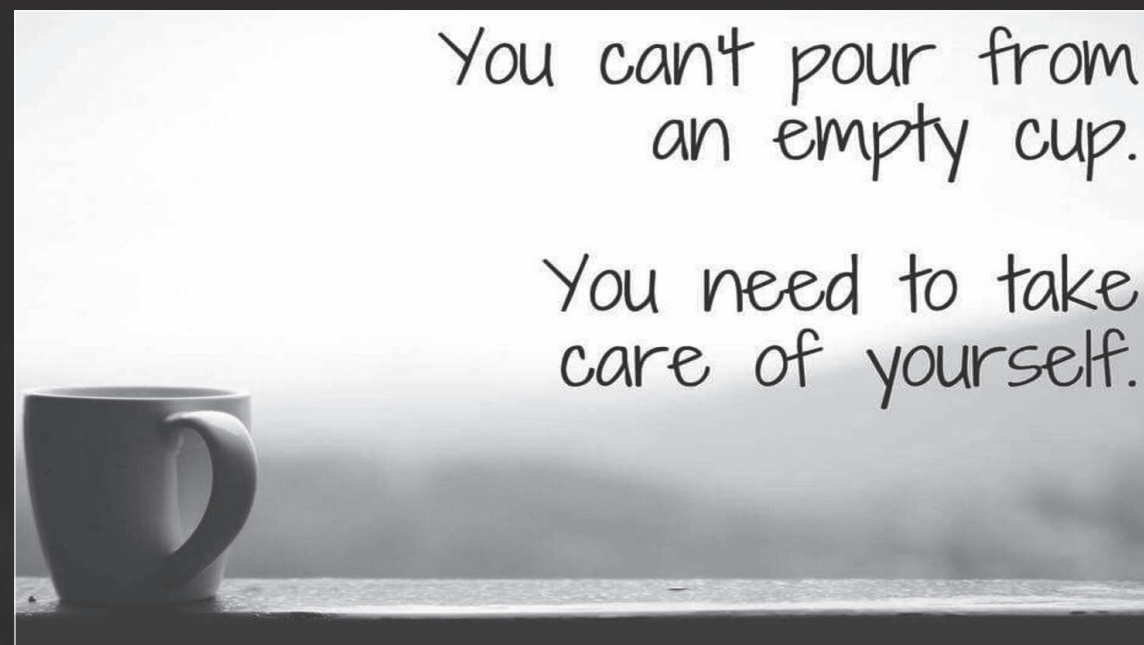
PART ONE:



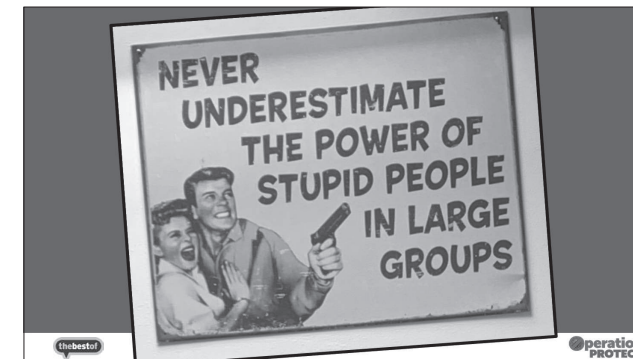
You can't pour from an empty cup.

You need to take care of yourself.

And that's never more important than in times like these.



As a business owner, we're used to carrying big burdens of responsibility. We're used to having other people depending and relying on us. And that can only happen if we take good care of ourselves.

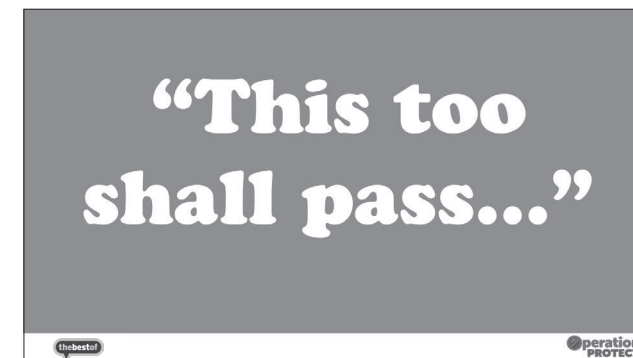


Now, obviously part of that is our physical welfare but we have to pay a lot of attention to what's going on in our heads as well. Our mental wellbeing.

On social media we're very, very good at whipping other people into a frenzy of negativity, doom, despondency and gloom. And that isn't going to help you or anybody else to get through this crisis.

We have a lot more control than we realise about our thoughts. And at times like these, we might need to exert that control.

We lie awake at night as entrepreneurs stressing about all sorts of stuff, but you know, worry only pretends to be necessary. And remember, this too shall pass.



They're the four most wise words in the universe. This too shall pass. And it will pass. And we need to recognise that. And please God, you'll get

through it, and your family will get through it, and the people that you love will all get through it safely.

But it will pass.

And whilst we're going through it, your job is to make sure your head is in the right place.

And in that regard, here's your priority list.

- 1. You have to help yourself first. We have to take responsibility for where our head is at. Because until we do that, we can't take responsibility for anything else. We have to help ourselves first.**
- 2. After ourselves, we've got to look after our family, the people that are now living with us and that we're now in close contact with for quite a long time.**
- 3. After our family, there are our friends who we can and will still stay in contact with, and we should reach out and look every day to find ways for us to be a positive influence on them as well.**

And only when those three things are taken care of, can you actually focus on...

4.... your business.

I would caution anybody about neglecting those first three and diving straight into business.

Sometimes I'm very focused. I love my business. But I have always recognised that there are things that are more important, and it's absolutely critical that you don't lose sight of that either right now.

With everyone that you are interacting with, the best advice I can give - and it's something you have absolute control over, is for you to become a force for good on a daily basis. You be the person that's bringing calm, bringing clear thinking, maybe a little note of positivity, maybe a bit of humour, but you're the person that is being a force for good.

And do it not just because it's a nice thing to do.

Part 1 - Operation Protect YOU

Do it because it will be hugely helpful in preparing you and your business for Freedom Day when it comes.



But I do know that people worry. When I was a kid my dad drilled into me that

“worry never solves anything”.

And he was right.

Worry never does solve anything.

And that’s all very well to say. But what if things get even worse?

Well they probably will.

My analysis – and I’m not a scientist (obvs!!) - is that we’re taking this seriously now right across the globe, and it is probably not going to kill everyone.

More people that are going to lose their lives to this, but it’s not going to kill everybody. And people will continue to panic because that’s what stupid people in large groups do.

And you have an opportunity to rise above that, because what we know is that it will eventually stop.

All this social distancing, all this lockdown, all the financial assistance that’s been provided, it will all stop, and we’ll have to move on, because... this too shall pass.

And it’s really important at times like these that we focus on where we can get ourselves to for when it’s passed.

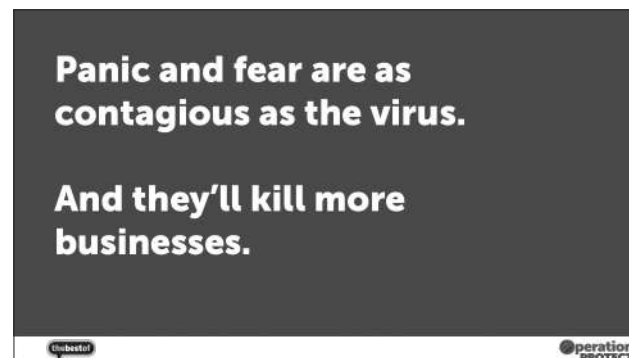
But what if the economy goes down the toilet?

Well, if it does, we’ll fix it.

We’ve always fixed it before.

No one would choose to be here. I’m not embracing this.. But I recognise that whatever happens economically, we’ll fix it. We’re really good at that. As a country, as a nation, as entrepreneurs, we’ll get on and fix it.

And one of the reasons why I absolutely know that will happen is because the money has not disappeared. The virus doesn’t kill money. The money’s still sat there. What’s happened is, the flow of the money has ground to a halt, or at least it’s been slowed markedly. But the money is still there. And when we bounce back from all these restrictions and this economic downturn, the bounce back will probably be very rapid. And that will present huge opportunity for businesses everywhere.



But in the meantime, the panic and the fear is just as contagious as the blasted virus.

I’m absolutely certain that the panic and the fear will kill more businesses than the virus kills.

Which is why this is a time for clear heads; for people to think and do the right things. Including you.

When people experience fear, it distorts their reality.

History has taught us that People that make decisions when they’re frightened typically make very poor quality decisions.

Which is why it’s really important that you get yourself above this.

We can’t change it, we can’t really impact it, so there isn’t no point worrying about it.

Let’s deal with what we can focus on, i.e the things that you can control.

Because if you stay in reactive mode on an ongoing basis that will kill your business.

There is a point at which you should say,

“Well, we are where we are. I need to take control of this now, and this is what I’m going to do.”

And the time for you to say that is now.

And to help you, I’ve got the plan. For you.

What should you do?

Well, it does depend.

Not every business has been shut down by this. Some businesses are continuing to trade.

But one commonality, no matter where your business is at right now, no matter what situation you find yourself in today, one commonality is that you need a plan for this.

You need a plan that sets out clearly what you are going to do that will enable you to put your business in the best possible position to emerge 10 weeks, 12 weeks, God forbid, 20 weeks from now, when this thing ends, a plan that will enable your business to emerge in the rudest of health, in the best possible shape and able to exploit the huge opportunities that are coming your way.

And I’m going to give you that plan today.

I’ve got it mapped out for you step by step.

It’s not a short plan.

Lots of people are doing these little webinars where they talk for an hour and, “Oh, here’s these seven things. Work through them and everything will be okay.” And it’s not that that’s unhelpful, it’s just that they raise more questions than they answer – and they’re superficial.

And what I’ve tried to do with the Plan that I’ve got for you today, is not just give you the direction, but also give you the ‘how to’.

As I said at the beginning, what to do, how to do it, and the help to enable you to get there.

That’s the plan that I’m going to give you today.

This is a little quote that I first came across in 2009!

Part 1 - Operation Protect YOU

“Your success will be determined 90% by you and 10% by the outside world. It’s what you think and do that will make the difference”

“Your success will be determined 90% by you and 10% by the outside world.”

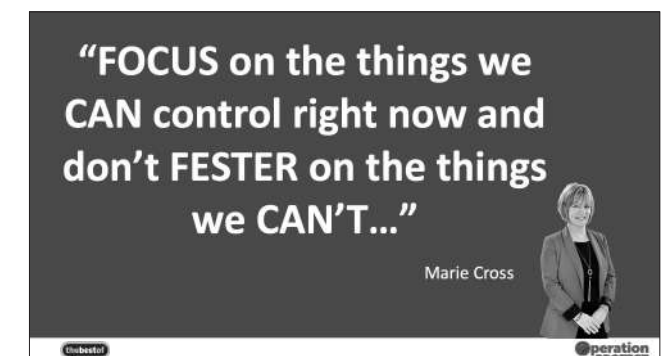
You may say,

“Well, that’s not true because the outside world just threw me this enormous curve ball. Everything’s shut down. My customers can’t come and see me. That quote is just not true.”

And I’m saying, well it is true because what’s happening in the outside world is happening to everybody. It’s a level playing field for everybody in your industry, in your sector, at what you do.

And how you come out of this in a few weeks’ time will be determined almost completely, but certainly 90% percent of it will be determined by how you think and by what you do.

It’s what you think and what you do that will make the difference, and you have complete control over that. Complete. Control.



Part 1 - Operation Protect YOU

A friend of mine puts it like this:

“Focus on the things we can control right now and don’t fester on the things we can’t.”

She is so right.

That is so true.

If I could wave a wand now and make every business owner live and breathe that, what a difference it would make.

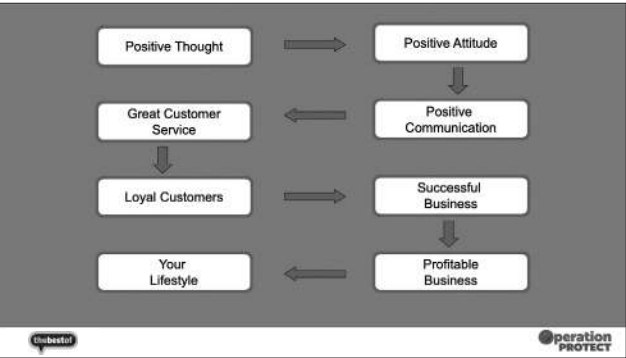
And when it comes down to doing that, attitude is everything.

Attitude is the foundation of everything.

Your ability to stay calm when the shit hits the fan; your ability to focus on what you can control and not fester on the rest; your ability to be the positive force in the room, on the Zoom, wherever it may be, that all comes from your attitude. And you get to choose your attitude every single day.

Your attitude shapes everything in your life.

When you have a positive thought (*and I’m not pretending everything’s hunky dory right now. I know things are not fine and for some it’s really shit. But we can still find the positivity coming out of this.*) they manifest themselves in a positive attitude.



And a positive attitude means that your communication is received in a positive way. Body language, tone, everything comes to play here.

Now, when people are communicated with in a business sense, in a positive way, they perceive that service to be good.

When people perceive service to be good, they become loyal.

And when customers become loyal, businesses become successful.

Successful businesses make profits...

... and profits fund your lifestyle, and that is a direct chain all connected to your attitude each day.

And so it will be during this Corona period.

Your ability to stay constructive - to own your attitude on a daily basis - will make a big difference.

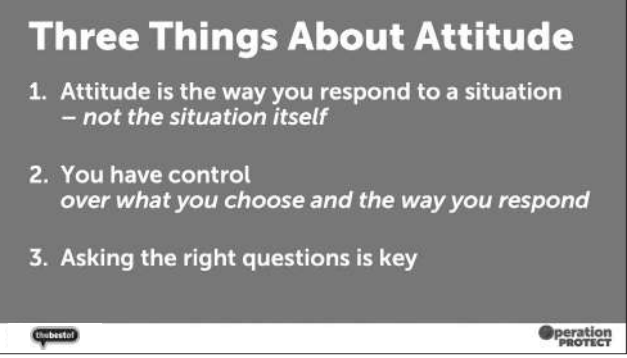
Three things you need to know about attitude,

1. Attitude is the way you respond to a situation, not the situation itself.

I’m not pretending that this whole thing is in any way fun. It’s not a good thing. But our response can be constructive and positive. It’s our response that’s the key factor.

2. The second thing about attitude is you get to choose.

You get to choose every single day what attitude you want to put out there into the world.



You are in full control.

When you were born the midwife did not lay you on your mother’s chest and say,

“Congratulations! But I’m sorry, it’s a negative one.”

None of us are born positive or negative.

We get to choose every single day – including today. And tomorrow.

3.And the third thing about attitude is that asking the right questions is key.

Asking the right questions, not so much of others, but of yourself.

- **How could I use that?**
- **How could that work for me in my business?**
- **What could I do to turn this into a positive?**

That’s how the right attitude manifests itself at times like this.

And it has never, never, ever been more important than it is right now.

And I also know that it’s never been more challenging than it is right now, but that doesn’t mean we have to roll over. We can dig in and dig deep, and actually take control of this.

This is a brilliant formula for taking charge of every aspect of your life.



It’s a really simple formula:

Control equals responsibility and therefore responsibility equals control.

When we take control of things, everything feels better.

But to take control of things, we have to accept responsibility for them.

And that’s the truth right now with your business.

Sure, what’s happening to it externally is beyond your control, you can’t do anything about it. The government are putting in restrictions, they’re well intentioned, they’re trying to save as many lives as they possibly can. So we have to respond

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accordingly and the best way to do that is to take control of the things that we can still be responsible for.

Because when we give away responsibility,

“Oh, it’s not my fault. This has happened to me.”

We feel better temporarily.

If we’re a victim, psychologically it makes us feel better in the short term.

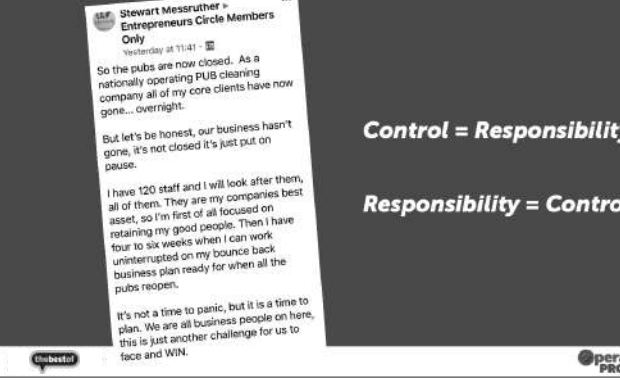
But the price we pay for that is enormous; because we give up control.

When you give up control you become like the little twig in the stream, just drifting wherever the waters want to take us. And that’s a really bad place to be at times like this.

So you need to take control. You need to accept responsibility, and for that to happen you need a really clear plan.

I suggest you need a 90-day plan because a 90-day plan gives you plenty of scope to get all the right things done over the next three months, that will equip you for when freedom comes.

I saw this post on Facebook last week from a guy whose business has been shut down by all this. He has zero revenue coming in.



But I love his attitude.

The way he is taking control.

“We’re all business. This is just another challenge for us to face and win.”

That’s not stupid blind positivity. It’s a living,

Part 1 - Operation Protect YOU

breathing example of everything that I've just talked about.

To be in control you need a plan and that's why I'm making this plan available to you.

Four practical things you can do...

1. Don't read/watch the news.
2. Work 'on' your business instead
3. Get regular 'external' stimulus and help
4. Take control - no excuses...

Four practical things that you can do on a day to day basis are:

1. Don't read or watch the news.

I mean, we need to know what's going but you have to curate your incoming.

Take responsibility for what you're letting into your brain.

Because whatever we let in influences and impacts, and social media plays a big part in that.

2. Find time to work on your business, because whatever needs

doing most is way better than worrying (or panicking). And in the plan I'll show you what you should be doing.

3. The third thing is to make sure that you get regular external stimulus and help from the right places.

It's absolutely true that:

"Who you hang around with matters - a lot."

And that applies online as well as offline.

Surrounding yourself with the right people will make a big difference.

And that's why thebestof is such a great network to be part of

4. And then the fourth element is as we said earlier, take control. Accept responsibility. No excuses. You're going to steer your business through this crisis. It's down to you.

Part 2 - Operation Protect YOUR BUSINESS

PART TWO:



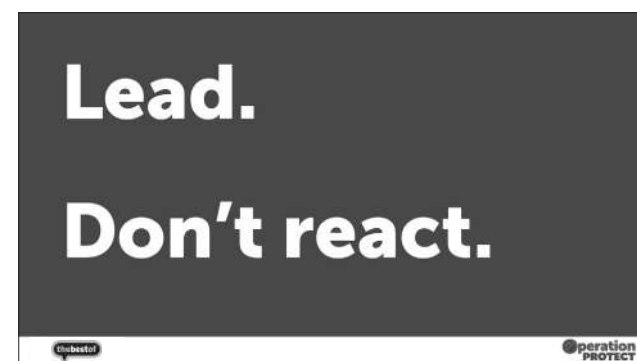
What I've learned over the years is that when times are bad, that's the time for leadership.

It's a time for
Leadership

Part 2 - Operation Protect YOUR BUSINESS

This is a really bad time right now, which means that it's a time for you as a business owner to show leadership.

Leadership not just to your team, although that's important, but even more importantly, show leadership to your customers and in your market.



Sure, we've been thrust into a role that we never expected to have to take on. No one envisioned that we would have to deal with a crisis of this magnitude in our business but this is where we are. This is our time now to stand up and lead, not react.

**You have to
look after your people
and you have to**

look after your cash.

Those are the **two most important** elements there.

You need to take decisive steps to keep control of your business, to ensure that you will emerge from this in hopefully a few weeks time.

**You have to
take decisive steps.**

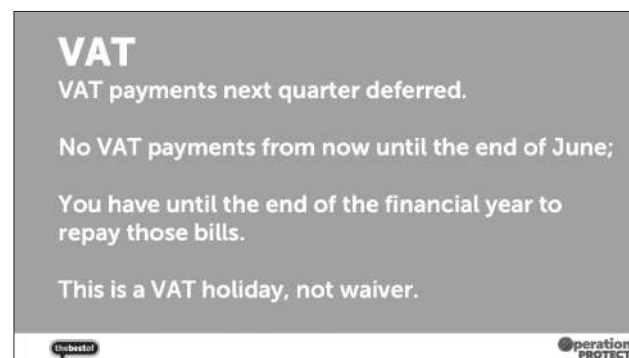
You will want to stop unnecessary spend, but the worst thing you could do right now will be try and stop everything, because then you're going to chop off all your arms and legs. If you do that then Freedom Day arrives you're going to be bobbing about because you can't move forward because you've decapitated yourself.

So you need to be

**very, very thoughtful
as to what you stop.**

The government are helping us in a lot of very constructive ways and I encourage you to take the money.

Where there's money available, you should take it because cash will be king like it never has been before.

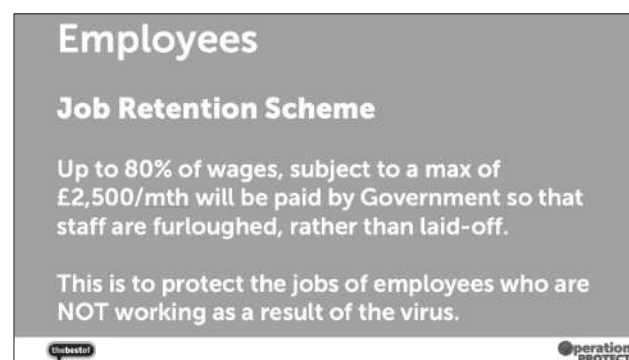


So, no company needs to make a VAT payment between now and the end of June.

That VAT will still be owed, but there's no VAT payments to be made, so you keep that cash, and you'll have until the end of the financial year to repay those bills.

That's going to be a help, but it is a VAT holiday. It's not a waiver of the VAT.

**DON'T PAY YOUR VAT NOW,
WHATEVER YOU DO.**



For employees, the Job Retention scheme means government will **pay up to 80% of wages, up to a maximum of £2,500 per person per month** for staff that are furloughed rather than laid off.

This is to protect the jobs of employees who are not working as a result of the virus. That's helpful.

If you're a business in retail, hospitality or leisure, then your business rates have been abolished for this year, which is going to help a lot.



Similarly, if you're in those sectors, then there's grants of up to £25,000 available

The Business Interruption Loans are up and running. 80% of the loan is guaranteed by the government. And the loans are interest free for 12 months. The advice is to contact your own bank.

Loans in the scheme are limited to a maximum of 25% of last year's turnover or double the annual wage bill of the company, whichever is greater.

If you're self-employed the government have promised a scheme that will pay out in June

based on your average earnings over the last three years. It's going to be interesting how that plays out - but at least it's authentic eh, being self-employed and having to wait three months to get paid!

The key is to take the money.

Phones



Don't leave customers hanging...

Your customers, when they need you, need to be able to communicate with you. When it comes to protecting your business, making sure that they can get hold of you in some way is really important. Even if it means diverting phones to mobiles or perhaps you put a message on your telephone that asks them to send an email. But make sure you don't leave your customers hanging.

**Successful people
never worry about
what others
are doing**

PART THREE:



Now, lockdown is going to be hard, but hard does not mean it's impossible.

We have to get our head in the right place and crack on.

It's going to be hard, but hard does not mean impossible.

What I learned a long time ago is that making money and making excuses are mutually exclusive. They're completely incompatible. You can either do one or the other, but you can't do both.

So, your focus now is, okay, we're in lockdown. We're shut down. What can I do now to ensure that my business thrives in this situation to the best extent that I can?



Because as a business owner, you are 100% responsible for what happens to your business.

If your sales plummet in the year after this crisis is over, that will be down to you.

If your sales soar, it will be down to you.

This phrase is so important. It's the biggest graphic on the wall at thebestof HQ.

A long time ago now, I learned that the first rule of business is that, **the first big leap from an ordinary business to a big income business comes quickly once the business owner, that's you, makes the intellectual, emotional and actual switch from being a doer of your thing to a marketer of your thing.**

There's three things there.

Intellectual, what you think about.

Emotional, what you feel your role to be.

And actual, what you spend your time doing.

And for many people the option to be a doer just disappeared because the government has shut you down. You can't 'do-the-do' for a number of weeks.

And what that means is, for the first time in your business life, you have no counter force pulling you away from the marketing.

This is your time to properly fix your marketing.

When you're in lockdown and preparing for Freedom Day, this is what you can focus on.

This is a really big deal.

And just to be really clear marketing is not a non-essential spend, OK?

Marketing is exactly the opposite of a non-essential spend.

I know cash is king. I know there's a balance here, but I'm going to show you some examples that'll hopefully help you. Remember the miracle formula, taking control and accepting responsibility. That's what gets you through this thing.

When we give away responsibility, we might feel better, but we give up control. Take control of the situation. Lead – don't react.

Lead with your marketing.

And in lockdown, now more than ever is your time to lead when it comes to plotting and planning and executing your marketing.

There has never been a better time to do this.

Listen, I wish it was not happening, but it is and we can't change that.

And this is the way we make lemonade out of lemons because we actually get on the front foot and we fix our marketing because we've got the facilities and the time to do it.

And I promise you, in YOUR market, your customers are looking for leaders.

You can give them that leadership.

I subscribe to eMarketer an American site that is always very insightful on all aspects of digital marketing.

This article was published in March:

Part 3 - Operation Protect IN LOCKDOWN

‘The Biggest Business Impacts of the Coronavirus Pandemic’

and here are a few very relevant excerpts:

“Social networks could be a major beneficiary, as people turn to these platforms to connect with friends and family who may be at a distance or access new content.”

Now, I know that’s not the most insightful comment ever, but it is true. So, because of lockdown and staying at home, people are using social media more. If we translate what that means, it means people will spend more time on Facebook and Instagram than ever before.

So, you have more opportunity than ever to get in front of your market.

Now, obviously, your message will have to reflect the current situation, but the opportunity for you to engage with your market is actually bigger and a more easily accessible than it has ever been before.

Elsewhere, eMarketer said:

“The spread of coronavirus is likely to boost digital media consumption across the board as people spend more time at home and communicate in person less.”

Again, fairly obvious stuff. They’re saying that digital media consumption is set to increase. What that means is more people are going to consume more content online. That’s an opportunity for you.

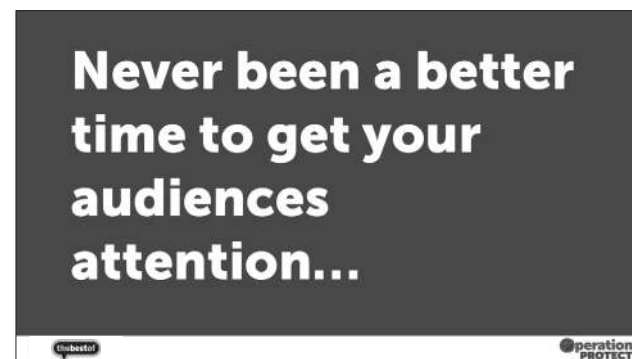
If you have the content online, more people will consume it.

You can strengthen and build better relationships.

You can prepare people to spend money with you.

Heck some people will spend money with you,

even in the situation we’re in now because when it’s done properly, content sells.



Think about that for a minute. One little tiny nugget of goodness in amongst all the bad stuff from this lockdown, is that, as a business owner, there is much more opportunity for you to get more people to consume more of your content.

Now, bearing in mind everything else that I’ve talked about so far today, you’d have to be certifiably insane not to want to explore this.

Third element from eMarketer,

“Ecommerce is likely to grow as customers eschew physical stores and crowded gathering places, but it could create logistical challenges.”

Again, it’s kind of stating the obvious. We’re seeing it happening. More people are buying more stuff online.

The delivery guy is still coming. They’re still working.

And eMarketer says

“Global media ad spending is likely to take a hit,”

In other words, media spending will go down.

So your competition are going to be spending less money on ads, and this is driving down the cost of ads in almost every market.

You don’t need to be a sociology professor to work out what’s happening: people are stuck at home. They are on their devices. Facebook and Instagram is where people are.

You can be there as well and your cost to be there is a lot less than it was historically.

There has never been a better time to get in front of your audience and to get your audience’s attention. And then because people are stuck at home browsing the internet, a lot of people are going to buy stuff online from somebody and it could be you.

You might be thinking

“Oh, I don’t sell anything online.”

Well, you didn’t until now.

But one of the questions I’d be asking is

what could I sell online?

Or, if you’re closed right now, then you could think about this in terms of,

‘This is all about me preparing for freedom day...’

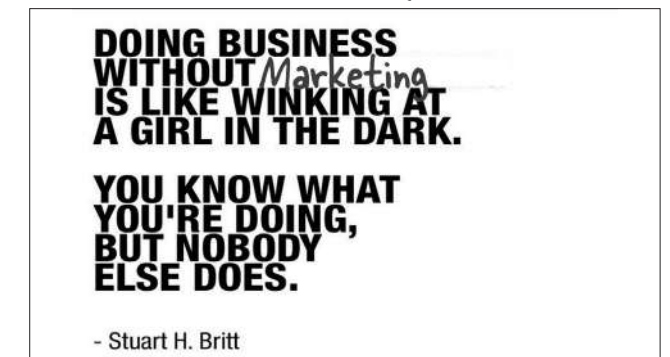


***Leaders communicate.
Leaders don’t go invisible.
Leaders don’t go dark.***

Putting out good quality your content can lead to sales and it can prepare your market for when Freedom Day comes because your market is looking for leadership.

Your market is looking for people to stand up and help them.

Remember this old quote:



Doing business without marketing is like winking at a girl in the dark.

In other words, you know what you’re doing, but no one else does.

And there are lots of people out there who have got an absolutely solid business. The service they provide is excellent.

The quality of your products and your offering is excellent.

But if you are winking in the dark - if you’re the only one that knows what you’re doing - you can’t emerge from this in a strong place.



You have to get out there and communicate.

Now, if you think properly, and you’re able to spend a little bit of money, you can get on the front foot and communicate with your market and show some leadership because winking in the dark is a really bad thing to do.

So, how do you do it?

You got to reach out.

You’ve got to communicate with people.

Now, when you do start communicating, do not

1 Operation PROTECT You

- ☐ 1. Prepare your Plan
- ☐ 2. Choose your attitude...
...today & every day.
★ *Your head has to be in the right place.*
- ☐ 3. Look after you, your family & your friends...
- ☐ 4. What's your 'high quality question today?'
- ☐ 5. 90 minutes high quality time
building my business – today and everyday.
No exceptions !
- ☐ 6. Who you hang around with matters - a LOT.
Inspiration, help & support... I've got you
- ☐ 7. Three 'Lists of 3' in place?

Remember:
THIS TOO SHALL PASS.

- 3**
Things that
MUST
be done today

3
Things that
you'd like to
get done today

3
Things that
need to be done
at some point

Today ain't over till tomorrow's planned

2 Operation PROTECT your Business

- ☐ 1. How have you shown leadership today?
- ☐ 2. Furloughed staff?
- ☐ 3. Business Rates?
- ☐ 4. Grants?
- ☐ 5. Business Interruption Loan?
- ☐ 6. Overheads Reviewed?
*- DON'T cut everything.
You need to be ready to move forward again*
- ☐ 7. Infrastructure sorted - inc phones!!



TAKE THE MONEY

Your COVID-19

90 Day Business Protection Plan CHECKLIST

3 Operation PROTECT in Lockdown

- ☐ 1. Leaders communicate
- with creative, engaging, human communication...
- ☐ 2. V-I-D-E-O.
You have to.
- ☐ 3. Sort your CRM
Shout if you need help...
- ☐ 4. How have you 'over-delivered' today?
P.M.M.F.S
- ☐ 5. Innovation Needed?
Again, just shout...
- ☐ 6. Build your audience?
* (Facebook Ads are cheap right now) *
- ☐ 7. Training Plan for you and your team
(even if furloughed)
I can turn you into a top class marketer before this crisis is over.
Smart use of time!!

IT'S GOING TO BE HARD BUT HARD DOESN'T MEAN IMPOSSIBLE

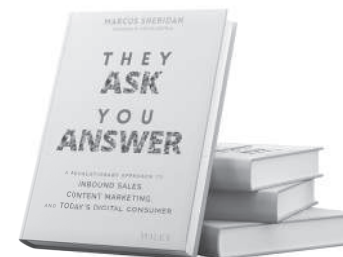
Being off the hamster wheel makes this a great time to T-H-I-N-K clearly and to I-N-N-O-V-A-T-E.

How can you come back different, stronger, more relevant?
Could your business model be improved?
Ask the B-I-G questions that you never normally have time for...
Schedule a call with me - I'd be happy to help...



4 Operation PREPARE for Freedom

- ☐ 1. Study the Entrepreneurs Marketing System (EMS)
It's the key to you cracking the Rhythmic Acquisition of Customers when this is all over.
Way better for you than Netflix!
- ☐ 2. Your Marketing Asset Review
- each piece against the Checklist.
- ☐ 3. Google My Business fully updated
- full 'How To' guide available...
- ☐ 4. Re-marketing & pixel tracking implemented
- full 'How To' guide available...
- ☐ 5. Systemised Review Collection
- full 'How To' guide available...
- ☐ 6. Your Knowledge Centre
Study 'They Ask You Answer' by Marcus Sheridan...
...Then I-M-P-L-E-M-E-N-T !!!
- ☐ 7. Neighbourhood Cards
- full 'How To' guide available...
- ☐ 8. LinkedIn – profile sorted
- full 'How To' guide available...
- ☐ 9. LinkedIn – campaign mapped and implemented
- full 'How To' guide available...
- ☐ 10. Proper Marketing Tracker Implemented
- fully explained in the EMS Programme - shout if you need help
- ☐ 11. Create your Utterly Compelling, Differentiating Message
Again, let me help you if needed
- ☐ 12. Your Traffic Plan for when Freedom Day comes...
- ☐ 13. Follow Up process properly sorted
- ☐ 14. Scorecard implemented
- fully explained in the EMS Programme



Part 3 - Operation Protect IN LOCKDOWN

send the same generic Covid-19 boring emails as everybody else sends. Please don't do that. That would be a really dumb thing to do.

We have to think creatively as leaders.

You could ring up your customers.

Just ring up your customers and see how they are and see how you could help them.

They will be so shocked if you do that. But my goodness, that will strengthen your relationship.

This is a picture of a cattle ranch in Wyoming and there's thousands and thousands of cattle.



The guy in the white hat we'll make him the business owner here and he's a rancher.

And these cattle - and this is not disrespectful but when you think of it as an analogy, these cattle are his customers.

Now, just to be clear, these ranchers would die for their cattle. They sleep out in the open looking after their cattle. They protect their cattle from predators or whatever danger may come their way. They will physically carry their baby cattle to help.

They care more for their cattle than any other rational human has ever done because it's their livelihood. And it's a really good analogy in terms of how you might want to think about your customers - because they're your herd.

And I say again this is not me being disrespectful, comparing your customers to cattle and you to a rancher, OK! It's an analogy that works really well when you understand it.

You wouldn't leave your customers to their own devices would you. You'd be on the front foot looking after them - which is what you need to be doing now. Just like a rancher with his cattle.

The last thing you want to become is invisible to your customers.

And that's why marketing is not a non essential spend in times like these.

Getting and keeping customers is STILL the single most important thing.

And that means that you need to be in front of your audience as much as possible - even in times like these - because they're stuck at home and consumption of your stuff, your content, if it's done properly, will turn into cash for you, either in the short or the medium term.

Video is perfect for this because it allows you to be authentic and real in a way that the written word never does.

And a lot of business owners - because we're British - we're a little bit inhibited and reluctant to utilise video.

But I promise you, now is your time to bust through this.

This crisis can be the catalyst for you at long last to start to embrace video.

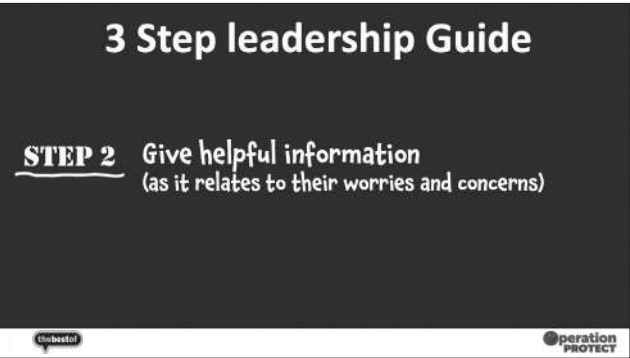
People **know you're at home.**

People know you're **not in the normal environment.**

Just be real and **be yourself** and **set out to help people.**

You need **to lead, not react.**

And next I'll give you a three step 'Leadership Guide' that might help you, along with some examples.



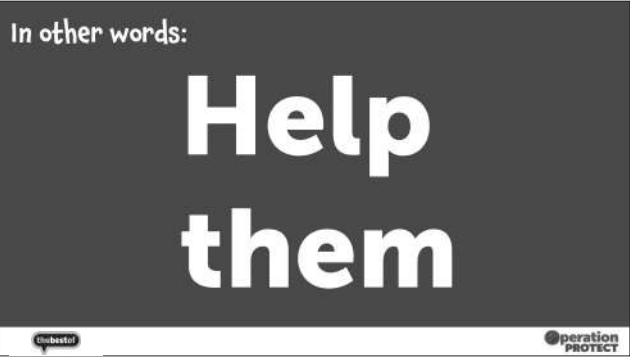
So, when you're communicating and creating content, what you want to do is address the worries or answer the questions that your ideal customers already have.

In a time like this, zoning in on what your market is worried or concerned about is a really smart thing to do.

What you can then do is give them some helpful information as it relates to their worries or their concerns.

And then the step three - tell them what to do next.

The smart thing to do at times like this is to add value and help people.



Those that are investing in their relationships with their customers or their potential customers, are the ones that will thrive.

Part 3 - Operation Protect IN LOCKDOWN

In other words, what you got to do is help them.

Help the people that you serve.

It's probably what you want to do anyway, instinctively.

For the vast majority of business owners, this stuff comes naturally. So do it.

Here are some examples:

If you are a local marketer or you're a coach, say, then what I'd be doing is following the three steps.

- Address the worry or concern.
- Give them some helpful information and
- Tell them what to do next.



The customers of these people are local businesses and they'll be worried about how they can get customers during this crisis?

The helpful info you could share is that many people are looking for in-home options right now. Everyone's on social media and ad costs are really cheap.

So, what you should do is schedule call to create a custom plan for you over the 90 days.

Do this and you'll get into dialogue with people.

You'll be able to help people remotely without going out there.

But you'll add value. You'll build relationships.

You'll both protect your business and prepare it for when Freedom Day comes in a few weeks time.

Maybe you're an accountant.

If so, what are your clients worried about?

Part 3 - Operation Protect IN LOCKDOWN

Part 3 - Operation Protect IN LOCKDOWN

Example 2

Accountant

WORRY:

"How can I survive?"

HELPFUL INFO:

"The world's not ending.
All this help is available (give specifics)"

WHAT TO DO:

"Schedule a call"

Well, some will be very concerned about how they're going to survive this?

So, you need to go out there and be the calm voice. The leader. Tell them the world's not ending.

You could utilise a lot of the stuff in here.

And what should they do next?

Well, you should talk to us.
Schedule a call because then you can help people and continue to build your business even in times like these.

Maybe you run a beauty store online or a beauty salon perhaps.

What can you do?

Well, your customers are perhaps not 'worried' as such but they are getting bored and they love beauty stuff.

So the helpful info could be around how to look amazing when all this is over. Here are five skincare routines for when you're stuck inside...

Example 3

Beauty Store

WORRY:

"May not have a specific one BUT they are getting bored and they love beauty stuff"

HELPFUL INFO:

"Look amazing when this is over.
Here are 5 skin-cleaning routines for when you are stuck inside"

WHAT TO DO:

"Buy our 21-day Facial Rejuvenating Package"

Next step is to buy our 21 Day Facial Rejuvenation Package because you got time to do it and work it through.

You need to be creative.

You need to show leadership and follow these three steps.
And the fourth example, is if you're a personal trainer.

Example 4

Personal Trainer

WORRY:

"How can I stay in shape?
or how can I get in shape?"

HELPFUL INFO:

"Here's a body-weight only, no equipment needed workout..."

WHAT TO DO:

"Book a 1:1 personal session on Zoom"

Your ideal customers – the ones who'll pay you money – are worried about how they can stay in shape during lockdown?

Or, how can I get in shape?

The helpful info could be 'Here's a body weight only, no equipment needed work-out,'...

What to do next:

Book a one to one personal session on Zoom...

... because there'll be people out there that will do that.
And if you need help mapping out your messages in this arena, to help you show leadership and communicate with your market then book a 1:1 call with me - I'll be happy to help.

This is the time for you to find ways to over deliver for your customers.
It's a time for you to show common sense and compassion.

And even if the money doesn't flow as much straight away, it will flow in the medium and long term.

And the way you do this is by putting out content that actually helps people?

It's the old

'Show 'em you can help 'em by actually helping them'

trick. Radical, eh.
I went to a big event at the ICC a few years ago, and this guy gave a fantastic talk on customer service.
He got everybody in the audience to put a post it note on their forehead, and the post it note said on it PMMFS.



He said that every customer that comes into your business, (this is a few years ago, don't forget, when people could still walk into businesses, remember those days!)

"Everyone that comes into your business," he said,

"Has that stuck on their forehead."

It stands for

Please Make Me Feel Special.

And right now is a really good time to think what can you do with your customers and your clients to make them feel special?
That's how you'll strengthen relationships.



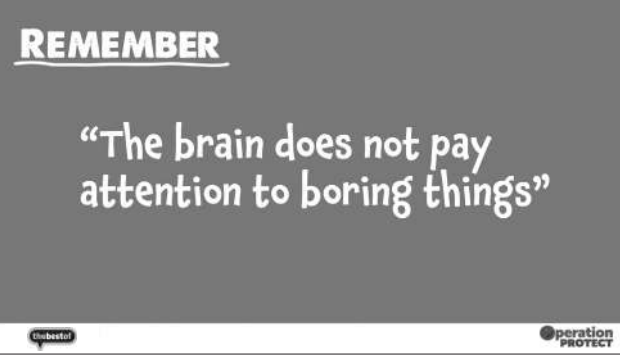
Of course, throughout all this you have to be wary of 'Bananarama Syndrome'.

This is a concept that we forged in Entrepreneur Circle some years ago and it dates back to 1983 when Bananarama had a big hit with the Fun Boy Three called

'It Ain't What You Do, It's The Way That You Do It, That's What Gets Results.'

A lot of people in business ostensibly do the right thing, but they don't do it in the right way, and therefore, they don't get the right results.
And again this is where we can be really helpful in helping you to get that communication right.

So, please use us for that.



Now don't forget this next point. Please. You're a human being, you know this to be true. I'm not claiming it as some great discovery that I've just made. It's like blindingly obvious and you know it's true:

Part 3 - Operation Protect IN LOCKDOWN

The brain - your brain and everybody else's brain out there, - does not pay attention to boring stuff.

So don't put out boring stuff!

If you're going to communicate with your audience, and please God you are because now is the time to wrap your arms metaphorically around your herd and keep them close to you.

Now is the time for you to help people and show that you care.

But do it in a non-boring way and the impact will be so much better.

Let me help you with crafting your communication, crafting your messages, formulating your strategy, fixing your marketing.

Now is the time to make that happen.



By the way, don't forget that plenty of people are still spending money.

Don't allow yourself to fall for the the trick of

“Oh, no one's spending any more.”

People buy because they have to and they also spend money on their interests, the things that they are passionate about.

That's why people spend so much money

smoking, for instance, because it's a kind of passion.

Most people have at least one thing that they won't give up. We mentioned beauty earlier. That's an area for many women for instance.

But there's a third reason why people buy in times like these...

... because somebody sells something.

I do get that what's happening is going to depress sales. I get that fully. But one of the reason spending goes down is when selling goes down, and you need to be really wary of what we call surrender mode.

Don't assume that no one will buy.

The whole world has not gone into hibernation.

There are people at home who have got cash and they will spend it if the right things are available and the right communication and offers are made, and that comes down to you.

If you are in a hole and your business you can't trade in the way that you normally would do one good question to formulate and ask would be:

***'Could I sell to someone different,
other people that might buy this online
that weren't my customers before?'***

'Could I sell differently?

Can I sell online?'

Or,

***'Is there something
different that I could sell?'***

They are three really good questions because there's probably, almost certainly, opportunity right now for you.

There's a lot you can do 'in lockdown' to maintain relationships, to build new relationships and to generate revenue through this period.

Part 4 - Operation Prepare FOR FREEDOM

PART FOUR:



Abraham Maslow is known most for his 'hierarchy of needs' but this quote of his is perfect for the situation we all find ourselves in now:

"IN ANY GIVEN MOMENT, WE
HAVE TWO OPTIONS: TO STEP
FORWARD INTO GROWTH, OR
TO STEP BACK INTO SAFETY.
GROWTH MUST BE CHOSEN
AGAIN AND AGAIN; FEAR
MUST BE OVERCOME AGAIN
AND AGAIN."

-ABRAHAM MASLOW

Part 4 - Operation Prepare FOR FREEDOM

That’s my motto, my mantra, for the next 12 weeks.

Because this is how we prepare our businesses, every single one of us, for Freedom Day when it comes.

We MUST use our time in lockdown to sort out our marketing.

Let’s together make your marketing brilliant.

When you make your marketing brilliant the impact it will have on your revenue over the next few weeks probably won’t be all that great - although you might be surprised - but the impact it will have when this is all over will be huge.

When Freedom Day comes and your marketing is brilliant, your future’s secured.

That’s where you need to be focusing.

I use a system called the Entrepreneur’s Marketing System and there are five parts of it.

Part one is called ‘Find Your Gap.’

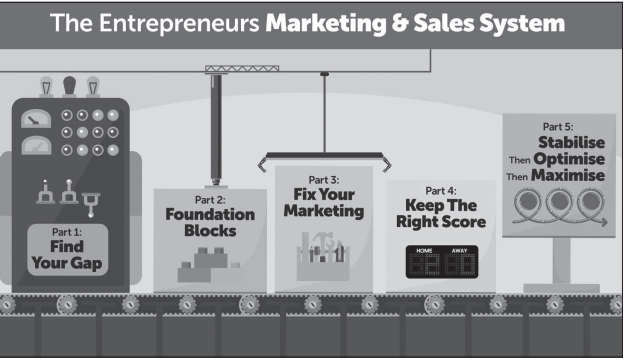
Now, I’m not going to lie, right now, it would be a waste of time spending any time in Part One because none of us have any idea what the situation is going to be over the next few months.

So we’re going to put Part One on hold.

But Part Two is really helpful because it’s the Foundation. You should spend a lot of time on them.

Most businesses would score only 2 or 3 out of 10 on Foundation Blocks right now. What a brilliant opportunity this lockdown is to get your Foundation Blocks up to a 10 out of 10.

Imagine 10 out of 10 rock solid foundations on which you can catapult forward when this crisis is over.



When we’ve got the foundation blocks sorted, in Part Three of the system, we fix your marketing.

When the marketing’s fixed we make sure we keep the right score – that’s Part Four – and then, Part Five is you cycle through it all again, you go through it once to stabilise, a second time to optimise and then there’s a chance to maximise it the third time around.

But let’s not worry about Parts One or Five right now.

Let’s focus, for the next 12 weeks, on Parts Two, Three and Four.

There’s a lot of detail in this System and I know that this Entrepreneur’s Marketing System is the best tool to help every single business in the country to make their marketing brilliant during this lockdown so we can emerge on Freedom Day and build a business that’s bigger and better than we ever would have dared envisage before.

Because this too shall pass.

It is going to end and you get to choose whether you emerge with torn rags and in filthy mucky pain or whether you emerge absolutely polished and ready to go.

It’s up to you. You’re in control. You get to choose.

So let’s look at those Foundation Block.

If I was going away to see my mum just for one night, or I was going on a golfing trip for four days in Spain, say, or I was going for a fortnight in the sunshine somewhere, I’m going to pack differently for each trip.

BUT...there are some things that I’m taking on each of those trips.

There are certain ‘foundations’ to my packing.

The Foundation Blocks, in a marketing sense, of the Entrepreneurs Marketing System, are your pants, your socks, your toiletries, and your phone charger.

The things that we never go without – no matter where we’re going.

That’s what the foundation blocks are.

Every business needs them.

Every single business needs them.

And most businesses, as I said earlier, only score two, or three, out of 10 – so there’s work to be done.

There are 11 foundation blocks in total but I’m just going to focus on the half a dozen of them here - the half dozen where you can make the biggest impact, the biggest difference, to how your business is perceived and seen by your customers, during these weeks of lockdown. This is a Plan for now.

They’re the most important pieces to making your marketing brilliant between now and Freedom Day when it comes.



1. The first piece is your Marketing Asset Review.

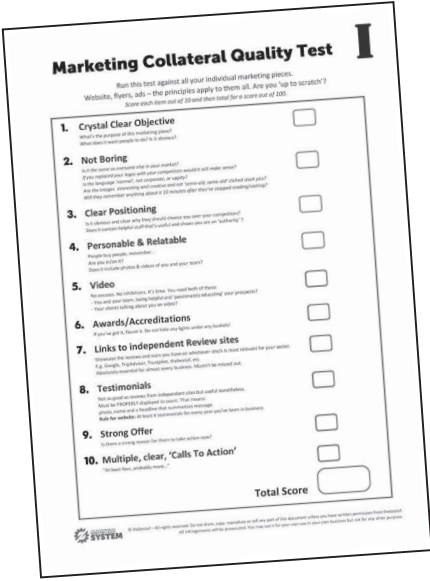
The truth is there’s a lot of Bananarama Syndrome out there.

There’s a lot of ‘meh’ marketing out there and you simply can’t afford to be ‘meh’ in a competitive environment when everyone’s getting back to work.

When that bounce-back comes, which will probably be the fastest bounce-back ever in history when it comes, your marketing needs to be brilliant, and the first step to getting there is undertaking an objective Marketing Asset Review.

Part 4 - Operation Prepare FOR FREEDOM

There’s a Checklist that will help you and guide you through it.



2. The next Foundation Block to sort is your Google My Business listing.



Google My Business will generate a lot of completely free traffic for you.

And it is a means and a way to get your content consumed by your audience. B

But 98.5% of businesses in the UK are pissing away the opportunity.

Most of them have actually got a Google My Business listing now of some sort, but it’s nothing like optimised. And optimising it is like strapping a pair of turbo jets on it.

Part 4 - Operation Prepare FOR FREEDOM

Part 4 - Operation Prepare FOR FREEDOM

So we’ve got a full checklist on Google My Business, as to what to put on there.



You can work through the checklist, it’s a great way to spend half a day in lockdown, in isolation, sorting out your Google My Business listing. It’s an easy thing to do and we can show you exactly how to do it and help you and support you through it.

3. The third Foundation Block is getting your remarketing and your pixel tracking in place.



If you’re not familiar with remarketing, it works like this; so people visit your website, and then afterwards, when they’re browsing the internet, they see your ad.

When this was introduced in 2014 it was revolutionary, but it’s a really important pillar now for all sophisticated marketers because people come to your website and they have a little look on your site, and then they leave, and you’re impotent unless you’ve got remarketing in place to ever get them back.

But getting those pixel tracking codes on your site gives you a massive opportunity.

And by the way, re-marketing is very cheap. If a click costs £1, remarketing costs 2p or 3p but the impact it can make is really, really big.

So when you start putting content out and

people come to your website, once you’ve got the remarketing code, you can stay top of mind.

The key to making remarketing work well is to treat people differently based on their behaviours.



So you remarket differently (i.e show different ads) to people who have been to specific pages, or people who have visited but not become leads, or people that have watched videos, or people that have clicked links, or people who have gone to your shopping cart, or people that are filling an order forms, or people that have spent a lot of time on your site etc.

The remarketing triangle to put in place is **Google, YouTube and Facebook**. Those are the three elements. And because when people have been to your website, then they can start to see you on all three of those platforms.

And the public do not understand remarketing.



They think that you’re everywhere so you must be a good company. They don’t know what’s going on.

This really is a massive opportunity for you and a piece of work to do during your lockdown, to prepare you for Freedom Day, to make sure that you’ve got the remarketing pixels, the right pixels, in the right places on your website.

So at least you have the flexibility to utilise the tools when Freedom Day comes.

4. Reviews is another area where you can make real progress and people will be very disposed to help you with reviews over the next few weeks.

Think about it: why don’t your customers all leave you lots of reviews online?

The answer is because

A) they never think to do so, or

B) because they forget to do so, or

C) because they don’t know where or how to do it.

It’s NOT because you’re not worthy of good reviews is it?

So lets use the lockdown to solicit reviews from customers who have loved your service in recent months.

This is super-easy to do and we can help you with it

Take a look at this email we received a couple of weeks ago:



Now it would be possible to make that invitation to leave a review better. But it’s a great example of ‘good being good enough’ because I promise you, this lady is getting more reviews because she’s sending that email than she’d get if she didn’t send that email.

And so will you.

This afternoon you could drop a line to every customer you’ve served this year saying something like the email above (although don’t ask them all at the same time because then all your reviews land at the same time.

The smart thing is to turn this into a little task so that you’re asking a few different past customers each day, over the four or five weeks because then you start to get new reviews being added every day. And that transforms how you appear to new people and prospects that are finding you.

And asking for reviews and engaging with your customers, is such a smart thing to do. It gives you a reason to contact them.

You could say something like:

“We’re all in lockdown here. Hope you’re coping well.”, or whatever.

Use your personality, make it real.

But **A-S-K** for reviews.

“We’d be ever so grateful if you could just find a moment to give us a review.”,

and they will because they’re stuck at home.

But you’ve got to ask.

Show some leadership.

Take some action.

And if you need help – just ask!

Part 4 - Operation Prepare FOR FREEDOM

Part 4 - Operation Prepare FOR FREEDOM

5. Next Foundation Block is Neighbourhood Cards.

These are brilliant for any business that visits or does work in the homes of your customers.



Neighbourhood cards look like this ↑ They basically say something like

“We’re doing some work for your neighbour, and we’d love to do some work for you.”

They work brilliantly for trades.

My point is getting your cards designed and printed now so that when Freedom Day comes you can start to deploy them because this tool works really well as a marketing pillar.

And it’s exactly the sort of thing that you haven’t normally got time to do but which you can sort during lockdown so your marketing is brilliant when you emerge...

So here’s how Neighbour Cards work:

The house that we’ve dotted white on this picture is the house where you’re doing some work.



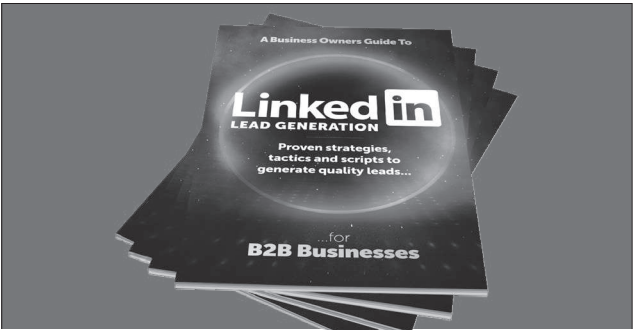
And so, what you do at some point whilst you’re on site is you go and drop five cards to the left, five cards to the right, and then you do the houses opposite.

You’re letting people know that you’ve done some work at No. 50 and you’d love to do some work for them, and you’ll start to get calls.

You’ll be surprised and stunned at how easy it is.

But it will only happen if you show leadership and you start to prepare, and that means getting your cards designed and done. Now. Whilst you’re in lockdown.

It’s an important foundation block.



6. And so is LinkedIn.

LinkedIn matters hugely.

And the first part of your LinkedIn Foundation Block is sorting your profile out.

Even if you’re a B2C business I would strongly advise you to at least sort your profile out on LinkedIn because some people will go and look you up.

And in our 40 page LinkedIn guide, which I can help you with, we’ve put all the scripts, all the templates, exactly how to create a profile that really resonates and positions you well, and you just need to get it sorted out.

Great job to do during lockdown. Helps to make your marketing brilliant.

Then, once that’s done, you start to map out your LinkedIn campaign to reach out and build your connections on LinkedIn so that you can start getting into conversations that will lead to business.

Of course, you need to give some thoughts to your messaging.

Please don’t carry on doing what you were doing before the virus.

Don’t ignore the ‘elephant-in-the-room’. You need to be prepared to talk about the situation that people are in right now, and so your messaging needs finessing depending on your market.

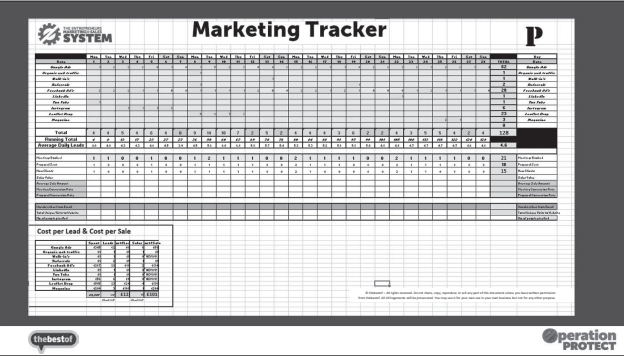
Again, I can help you with that. I work with lot’s of businesses who do really well on LinkedIn.

It’s a Foundation Block that you know you should be doing, that normally you’ve been too busy to give time to, but that you can address now over the coming weeks whilst you’re in lockdown.

It’s an important Foundation Block – especially if you’re B2B.

7. Of course, Tracking Your Marketing is also a really big deal.

We have a template for tracking your marketing.



It’s brilliant, works so well, and helps you to nail down exactly what you’re paying per lead and per sale.

It tells you whether you should be spending more money or pulling back and spending less money on each of your marketing pillars

and allows you to objectively compare them to each other.

But again it’s one of those things that it takes work to get it done – and which you don’t normally have time to crack.

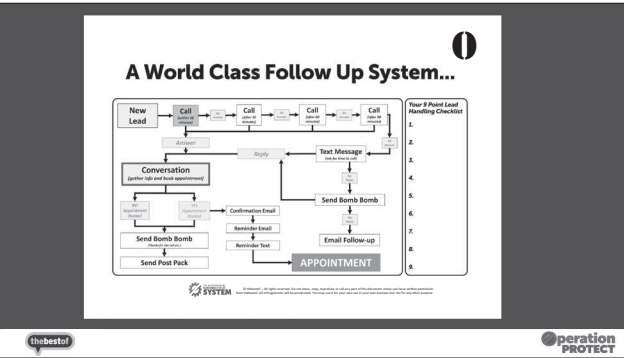
Which is why **N-O-W** is the time to get your Marketing Tracker in place.

Your marketing can never be brilliant until you’re properly keeping score and understanding your Cost per Lead and Cost per Sale from each of your marketing pillars.

The template you need is all there in the Entrepreneur’s Marketing System - if you want help just ask.

8. The final Foundation Block that you should sort – properly – during Operation Protect is your Follow Up.

It’s a big area that so many businesses miss out on riches and sales - because their follow up is inadequate.



I’m not saying there’s no follow up. But in most businesses it’s not systemized, it’s not consistent, and it doesn’t go on anything like long enough.

Neither is it sufficiently creative to be useful either.

We know what a world-class follow - up system looks like and in the Entrepreneur’s Marketing System we can help you and there’s a full guidance on how to do this properly.

This is what I call £10,000 an hour work.

Putting these Foundation Blocks in place –

Part 4 - Operation Prepare FOR FREEDOM

assets that will serve your business for a long time to come – will generate sales and revenue for you for many years ahead, and it's the type of work that always get left in 'business-as-usual' times.

Which is why it's so important for you to tackle this now. Whilst you genuinely do have the time.

There are other elements in the Entrepreneurs Marketing System which will also help and serve you well and the whole system is available to you.

You see, whilst the lockdown is a very, very big challenge for every business there is an upside to this if you think about it properly.

There's an opportunity for you to use your time to properly 'fix' your marketing.

To build relationships, to raise your profile and to demonstrate strong leadership to your market.

And what I'll be doing is helping you every step of the way. I'll provide clarity and guidance on

what to do, how to do it, and, if you want it I'll help and support you to get it done.

And I'm really, really good at that. There is no better place for you to be.

I'll give you ideas. I'll inspire you. I'll give you all the support you need.

But you have to participate in your own recovery!

You have to seize the initiative and take action.

And that's down to you.

I believe in you.

I'll back you and help you.

You've got a full Plan now.

Here, in your hands.

It will make a huge difference to your future.

But you've got to make that happen...

Good luck,

Make your notes here:

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's part of a bound notebook. There is no handwriting or other markings on the page.

Make your notes here:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

I BELIEVE
ANYTHING
 POSSIBLE

nothing
nothing
nothing is
nothing
nothing
I know that
I embrace childlike wonder & curiosity



I BELIEVE IT'S
NEVER LATE
TO START LIVING
MY DREAM

I...
CREATE LEARN



I BELIEVE IN SOMETHING

BIGGER



THAN MYSELF

I TAKE

RISKS

I AM

FOCUSSED

I hustle

I readily

into the unknown

I see opportunity when others see impossibility

I AM AN ENTREPRENEUR

thebestofeastbourne