

**IDEAS & TIPS  
TO SERVE  
YOUR CLIENTS  
WELL DURING  
THIS STRANGE  
& STRESSFUL  
TIME**

# COVID-19 PLANNING

We know the world is in a scary and unknown place right now. The thing that your clients need from you is a clear and concise way to communicate regarding what is happening today and what to expect in the near term. Here are some quick and easy elements you can add to your website to help with this communication.

1

**ADD A LIGHTBOX WITH YOUR PLAN**

2

**EMAIL YOUR CLIENTS REGULARLY**

3

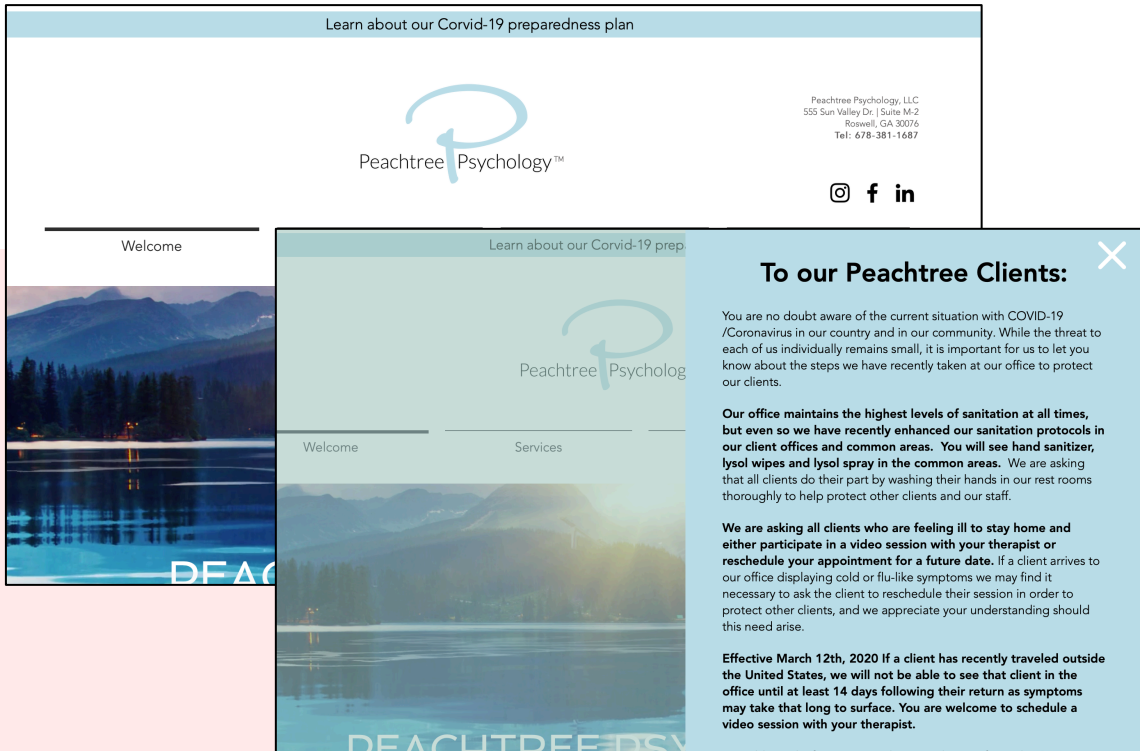
**BE SURE THEY CAN EASILY CONTACT YOU**

4

**PROVIDE LINKS TO ACCURATE INFORMATION ABOUT COVID-19**

5

**THINK OF WAYS TO SERVE THEM REMOTELY (IF POSSIBLE)**



# 1

# ADD A LIGHTBOX

This is a quick and easy way to communicate what your plan is for your business during the covid-19 | Corona Virus crisis.

- Create a lightbox which includes your plan for addressing the Covid-19 situation for your business. (contact me if you need help)
- Add a button to the top of your header and name it "Covid-19 Preparedness Plan" (or something similar)
- Link the button to your Covid-19 lightbox

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# 2

# EMAIL CLIENTS

Be sure to send out regular updates to your client list with any news they need to know. Be sure to stay on brand with your tone and messaging and provide them with helpful information that will benefit them and keep them as calm as possible. Don't overwhelm their inboxes but be sure to stay in touch regularly – especially as details change about how you are able to serve them.





# 3

## CONTACT IS KEY

Be sure that your clients have an easy way to contact you at all times. The best and simplest way is to have a clean and easy-to-use contact form on your website. This should allow them to type a message to you and hit “SUBMIT”. Be sure your contact form is set up to be sent directly to your email address that you monitor closely.

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# 4

# TRUSTED RESOURCES

With so much news and information swirling about it is hard to know what is truth and what isn't. Be sure that any information you are providing to your clients is supported by the most accurate and trusted sources. We are looking to the CDC for the most up-to-date information – [www.cdc.gov](http://www.cdc.gov)





# 5

## GET CREATIVE

Now is the time to get creative with how you are serving your clients. Can you set up video calls instead of meeting them in person? Can you schedule time with them one-on-one with time in between so they won't run into other people? Can you do your business via email and phone calls vs. in person meetings? Can you deliver your products to their mailbox/front porch in person?

Get creative and then communicate it out.



**THEY SAY LOVE IS THE BEST  
INVESTMENT. THE MORE YOU GIVE,  
THE MORE YOU GET IN RETURN.**



AUDREY HEPBURN



# THANK YOU!!!

If we can help you in any way, please do not hesitate to reach out.

WE'RE IN THIS TOGETHER.