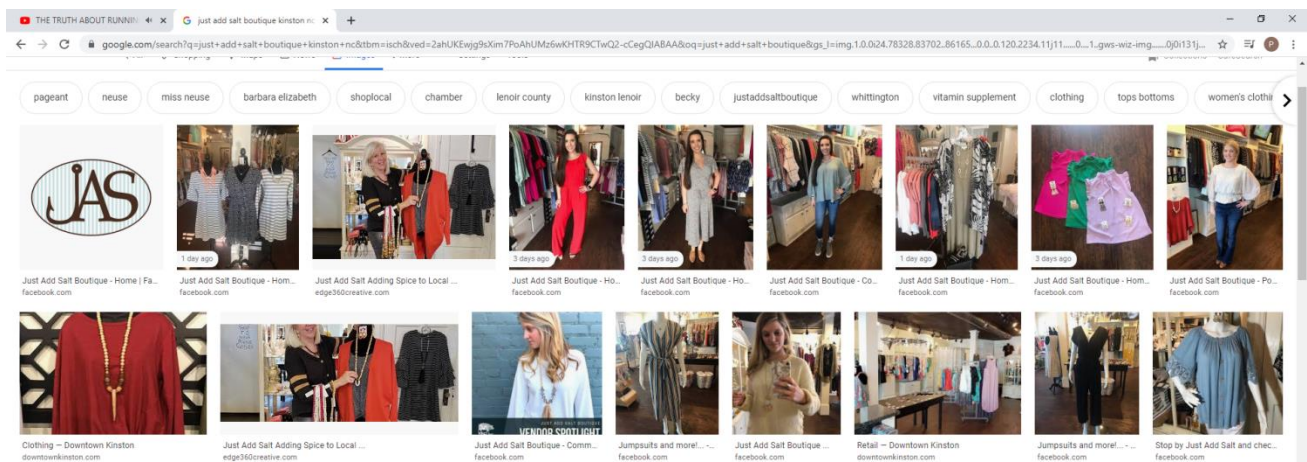


SOCIAL DISTANCE BUSINESSING

While these are tough and uncertain times for all of us, there are many people working remotely from home, earning a paycheck and shopping. What can small businesses do to hang on? One answer is creative entrepreneurialism. Musicians are hosting live stream concerts for tips online. Restaurants are offering to-go, delivery, and for some items, shipping. Jewelry artists are hosting live sales shows. You cannot rely only on a customer seeking us out. You must get to them and the easiest way to get to them is digitally because you are already in their hand by way of their phone. The phone is the portal to your customers who are observing social distancing mandates.

VIRTUAL PRESENCE

- Use this time to reevaluate
 - o Your website
 - o Your social media site
 - o Are they hitting their marks? What are your web and social media analytics telling you?
- Take advantage of this down time to grow your social media presence. It is free and easy, especially since you likely already have followers.
- For clothing and accessories, have a model wear your items and shoot video to post because videos get more attention than still shots. Or do FB Live promotions. Of course you need to identify the items and provide the price as well as contact information for ordering it. Also, include your enthusiastic sales conversation with your virtual customers. Engage with your audience as though they are with you.
- Another option is a weekly still shot catalogue or daily special. This may be an start for you. You can create a short lifestyle caption for each item. Do a Google Image search for your business. If you have already been posting photos on social media, well, there is an example for daily posts.

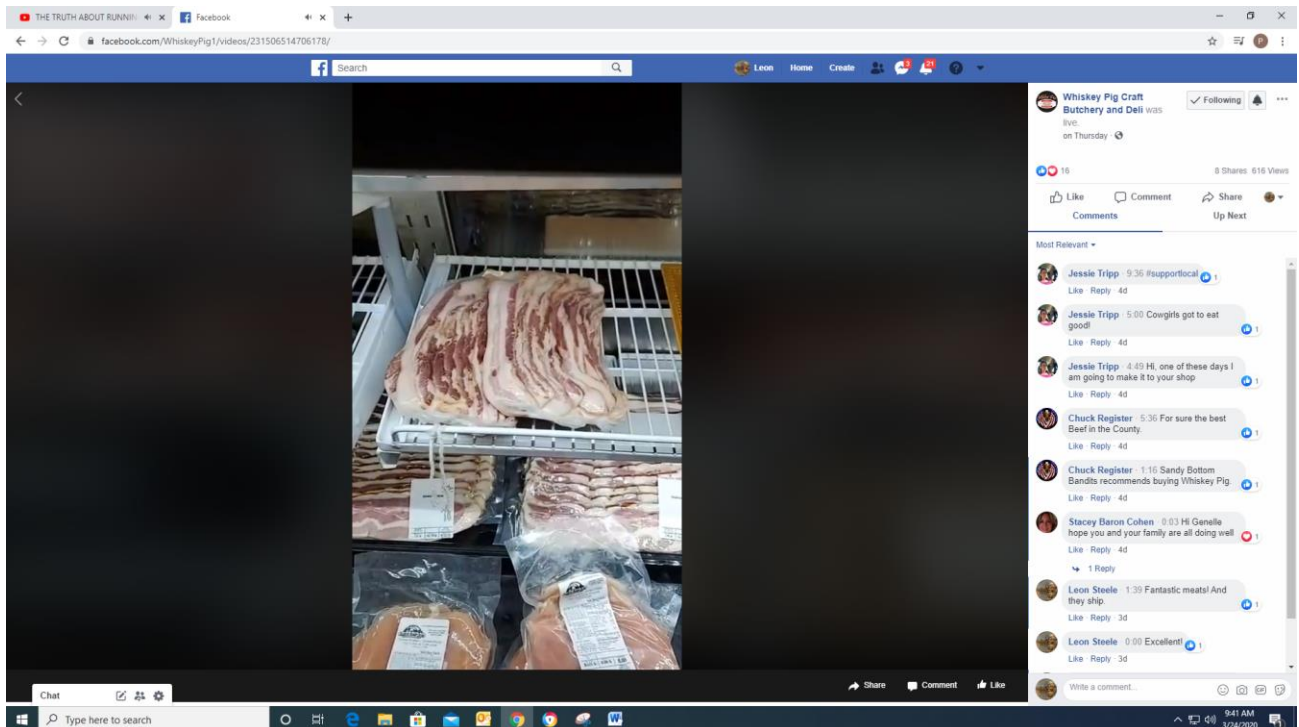


- What you are doing is developing an online business that supports your brick and mortar store. You will need to own the social media presence as enthusiastically as running your physical store for it to work.
- YouTube videos can coach you on how to take it to another level. You do not have to be a millennial to do it. Anyone can do it. If you put it in place now you have time to work out the kinks and be ready to grow later.

- These are good introductions to your research:
- <https://www.youtube.com/watch?v=j2cbjkGv0pw>
- <https://www.youtube.com/watch?v=cLmigr6eRU>

DON'T SIT STILL

- You are the face of your business. Own that and use it. You have brand trust and customer loyalty because you are who you are.
- After you do a couple of videos, you will become more and more comfortable. Have fun with it. Keep it simple and casual just as you would if the customer were actually standing in your shop.
- After the first few, throw a few bucks behind it and boost it beyond your existing customer base; beyond local.
- 'Online' requires your attention, but it could also mean keeping some staff on payroll. Win, win.
- Again, have fun with it.



TIPS: When you record a video, turn your phone sideways. Don't waste the viewing area with all the black on the sides.

If you ship or deliver, include a hand-written thank you note. Who gets those anymore?? What a treat!

But you know what? Just start growing your social media presence in whatever way gets YOU out there. Let people know you exist. Think beyond local. Make that money!

Together we will get through this.

Leon