

How to adapt your business to uncertain times



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4 Scenarios

If you have a business you fall into one of these 4 categories

1. What you offer CANNOT be offered online
2. What you do CAN be done online
3. You already do some work online but it's not enough
4. Your online business runs like a well oiled machine

Most business owners

Fall in categories 1, 2,
or 3

Where do you see your
business?

**Keep stress levels down ..
You need your immune system and your
creativity**

Your offer **CANNOT** be brought online

Massage therapists,
reflexologists,
hairdressers etc.

**What else can you do that
solves a problem for
someone?**

What additional skills do
you need for that and how
can you get them?

What tools do you need and
how can you get them?

What you do CAN be done online

You need to figure out how
to do that

- In-person workshops => online workshops
- In-person teaching => online courses, 1:1 virtual classes
- Retail store => online shop
- A team working in an office => remote work from home



Keep it Simple!

At this time it's not about being sophisticated or overthinking details, it's about having a functional solution as quickly and as simply as possible.

It's about being creative and resourceful, about taking a step back and thinking out of the box to allow you to move forward fast.

Use what you have and know: Avoid steep learning curves

Example: Create Online Courses

- What platform to use => already had ActiveCampaign and website .. create courses in Thinkific

Example: Create Online 24/7 Support Space

- Setup zoom meeting, create Facebook group for coaches, Airtable to make signing up for time slots simple, Facebook event to invite people to use the service

Learn

Use the time to upgrade
the skills you'll need
going forward

How to ..

- Build or update your website
- Create an online course
- Start a podcast
- Setup and promote online events

**Help now, charge later.
It's all about relationships**

Ideas clients and friends have shared

Professional musician: offer virtual violin and singing classes to children stuck at home (and their parents)

Artisan making souvenirs from recycled materials: teaching how to re-use materials we usually throw away, online crafts classes, how to get a stand at a market and make money, how to start a business as a foreigner in Spain

Reflexologist: online classes about reflexology - why and how it works, and how to do it for yourself. How to keep kids calm in stressful times

.. continued

Bakery: offering home delivery of anything people need

Dressmaker/seamstress: online mentoring to help people make their own garments or alterations

Personal trainer and nutrition coach: online program to strengthen the immune system - exercises and nutrition

Retail mobile phone shop: online shop, helping others set up an online shop using Prestashop



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Thanks for watching. Got questions?

Get in touch: <https://ankeherrmann.com>