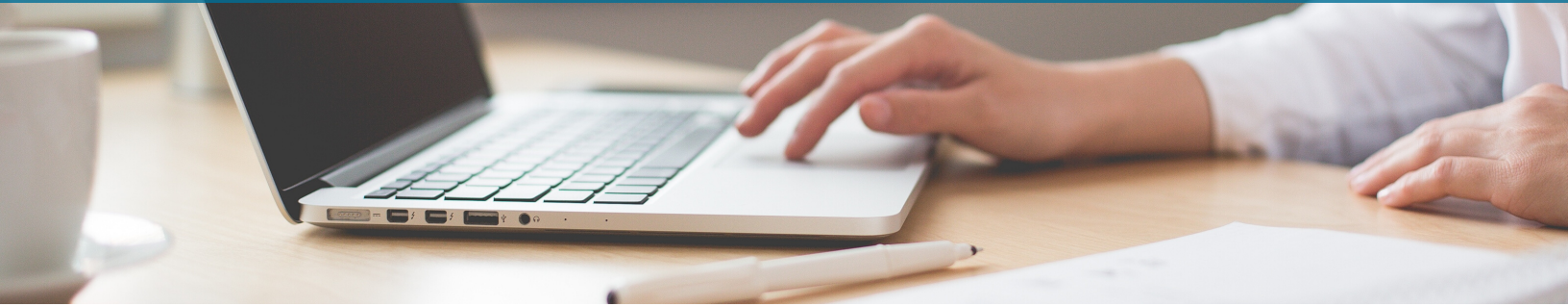


HOW TO RAMP UP WHEN BUSINESS IS SLOWING DOWN

Maximize Downtime for a Powerful Comeback



For more information and helpful resources, visit www.bit.ly/MW-Checklist

Branding & Messaging

- ☐ Develop/Update your company brand.
- ☐ Update your business cards, brochures, flyers.
- ☐ Take a look at all your signage to see if it needs updating.
- ☐ Update any instructions and information sheets you give to clients/customers.

Website

- ☐ Complete your Chamber Business Directory Listing.
- ☐ Check to make sure it lists the correct location, hours, and contact information.
- ☐ Are your staff, board, and team pages up to date?
- ☐ Do you need to update your images: headshots, products, facilities?
- ☐ Do any of your existing product listings need to be updated?
- ☐ If you've added any new products or services, did you remember to add them to your website?

Email

- ☐ Clean out your inbox.
- ☐ Create a Library of Swipe Files for the questions your customers ask most frequently.
- ☐ Respond to any old "waiting" emails.
- ☐ Check for any emails with actions you still need to take.
- ☐ Create an email signature.

Social Media

- ☐ Complete your Facebook ABOUT section.
- ☐ Update your Facebook cover photo and profile photo.
- ☐ Update your images and about sections for all your other social media accounts: Instagram, LinkedIn, YouTube, Twitter...
- ☐ Set up your Facebook Instant Reply.
- ☐ Create a batch of social media posts and schedule them to go out.
- ☐ Check and respond to comments and private messages.
- ☐ Set up or update Google My Business.
- ☐ Set up your Apple Maps Listing.

Communicaitons

- ☐ Respond to any reviews and comments you have on Facebook, Yelp, Trip Advisor, Google My Business.
- ☐ Update your outgoing voice message.
- ☐ Follow up with or check on clients.

Internal Operations

- ☐ Create or update training manuals, policy manuals, operations manuals.
- ☐ Catch up on accounting tasks.
- ☐ Look for new suppliers.
- ☐ Take a fresh look at your workflow and decide if any changes need to be made.
- ☐ Organize or reorganize your spaces- both work spaces and storage spaces.

Education

- ☐ Enroll in a Class.
- ☐ Sign up for a webinar.
- ☐ Find a new business podcast to listen to.
- ☐ Register for a tradeshow or conference.