



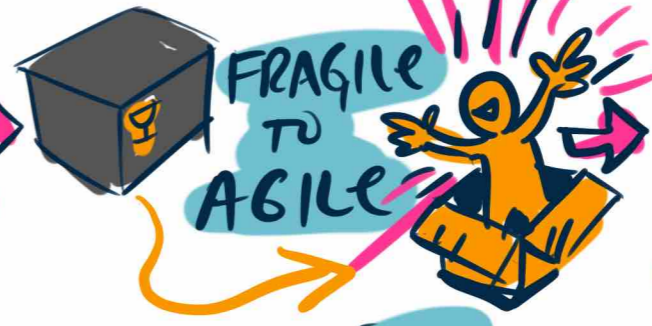
THE "POST PANDEMIC" BRAND BUILDING BLUEPRINT

WITH AMANDA STEVENS

WE ARE ALL IN THIS TOGETHER...

WHEN WE COLLABORATE & **AMAZING** THINGS CAN HAPPEN

TAKE **ACTION** SO MANY EMOTIONS



EVERY ADVERSITY COMES WITH A SEED FOR GREATER **BENEFIT**



DO THINGS YOU MIGHT NOT USUALLY DO...

NEXT 30 DAYS BLUEPRINT
NOT BUSINESS AS USUAL

WHAT DO WE DO? WHAT DO WE SAY?



COLLABORATE WITH CUSTOMERS & COMPLEMENTARY BUSINESSES
NO HATE

MAXIMISE TIME + ASSETS
MESSAGING

TEMPORARY CLOSURE
NEW ENVIRONMENT

RETRACTING NOT QUARANTINE



UPDATE WEBSITE - REMOVE SUBSCRIPTIONS
CALL THEM



TRANSPARENCY USE VIDEO
PERSONAL IS KEY..



STRONGER MORE SUCCESSFUL BUSINESS
THANK YOU FOR YOU?

WHAT DOES POST COVID EQUILIBRIUM LOOK LIKE



INNOVATE & PIVOT

ADAPT + REPACKAGE
VIRTUAL THINK TANK TIME

REVIEW ALL PRODUCTS + SERVICES IS IT RELEVANT

READ, LISTEN & STUDY
WORK ON BUSINESS

GET IN CUSTOMERS WORLD
FOCUS ON CUSTOMERS NEEDS!
BE FIRST TO MARKET



WHAT FEARS DO CUSTOMERS HAVE!



REVIEW MARKETING VIDEO

GET CLARITY ON NICHE
PIVOT
RAMP UP USEFUL CONTENT

ACTIVATE