

STRENGTHEN YOUR BUSINESS

Even as we face the economic and business challenges ahead, there are definitely ways to stay focused and use this time to productive effect.

Here are a few simple ways to strengthen your business during a slump or a period of uncertainty.

Check each item as you complete it!

- ☐ Improve your workspace.

Use this downtime to finally get around to clearing the clutter that's accumulated. File that stack of paper, get rid of old bits and pieces, and then wipe your desk down with a disinfectant. Choose something meaningful and beautiful to put on your desk, like your favorite candle, an inspirational quote, or a vase of flowers. Research shows that a beautiful workspace boosts dopamine, which enhances problem-solving and creativity.

- ☐ Clear your email inbox.

Set a timer for 30 minutes and tackle your inbox. Catch up on all those unanswered emails you've been meaning to get to, file emails you want to keep in a tidy set of folders, and delete the rest!

- ☐ Use this time to bolster your business.

If your schedule has a lot more gaps than usual (eg. clients have cancelled, speaking engagement have been postponed...), there's no need to panic. (Aren't you always saying you have too many "to-dos" anyway?) Use this unexpected free time to good effect. Create something new, start the podcast you've always wanted to, get organized, start writing your book, or take a course and learn a new skill. Make good use of this time because it's only temporary. Sooner or later, you'll be busy again!

- ☐ Tie up loose ends.

You know that one task you've been meaning to do for...*months*? Now is the perfect time! Whether it's updating a page on your website, organizing your receipts, finishing a project, or any other nagging task that's been languishing on your "to-do" list ... choose one loose end you've been meaning to get to and do it!

- ❑ Deliver exactly what your audience needs right now.

During these challenging times, what do the people in your community (clients, followers, subscribers) need the most? Do they want tips on how to boost your immune system? Do-from-home workout ideas? A guided meditation to create more calm? Get to work at creating something to provide exactly what they Need. This could be a free resource, or a paid offering, or both.

- ❑ Freshen up stale content & profiles.

Take a look at all your profiles, social media channels, nurture sequence emails, your website, and any other business assets you haven't looked at in a while. Is anything outdated? Dusty? Stale? Maybe you've got an opt-in page promoting a PDF you offered a few years ago and the information is way out of date. Now is the time to update and freshen things up.

- ❑ Express gratitude to 10 people.

There's no better time to thank people who have made a positive impact in your life. Choose 10 people and send a personal "thank you" message to each person. It could be clients, colleagues, mentors, or friends. Gratitude strengthens Relationships and spreads positive vibes—and relationships will strengthen your business.

- ❑ Keep looking for the high-quality solutions

Whenever you feel stressed or discouraged, keep searching for the high quality solution. No matter what's happening out there, whether it's an earthquake, a terrorist attack, or a pandemic, there's always a way to be resilient, stay centered, and contribute in a positive way to the world.

Low quality thinking:

"I dislike working from home. There are too many distractions. This is a big setback. This is going to destroy my business and income."

High quality thinking:

"Working from home has a lot of benefits! (No traffic, I can play my favorite music.) I can focus on creating a beautiful workspace. I can figure out how to deal with distractions. I can turn this situation into a 'win' for myself and my clients."