

THE COVID-19 BUSINESS SURVIVAL TOOLKIT



KHREATIVEWORKS
BRANDING AGENCY

THE **COVID-19**
BUSINESS SURVIVAL
TOOLKIT



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Hi!

Thank you for downloading
The COVID-19 Business Survival Toolkit
by *KHreative Works Branding Agency*.

This resource was created with small
business owners like you in mind,
as we all power through this pandemic.

This e-book features 15 business survival
tips, each with a resource sheet -
exercises, links, questions, draft text,
checklists, practical suggestions etc. -
that you can use immediately
to help keep your business going.

Follow @khreativeworks on Facebook
and Instagram for more helpful
branding and design content.

If you need assistance with any of the
tips mentioned in this e-book,
please feel free to contact us.

Most of these items are services we
provide, so we invite you to request a
virtual meeting or a quote if you are
interested in getting started on
improving your business branding.

For more info, go to
www.khreativeworks.com



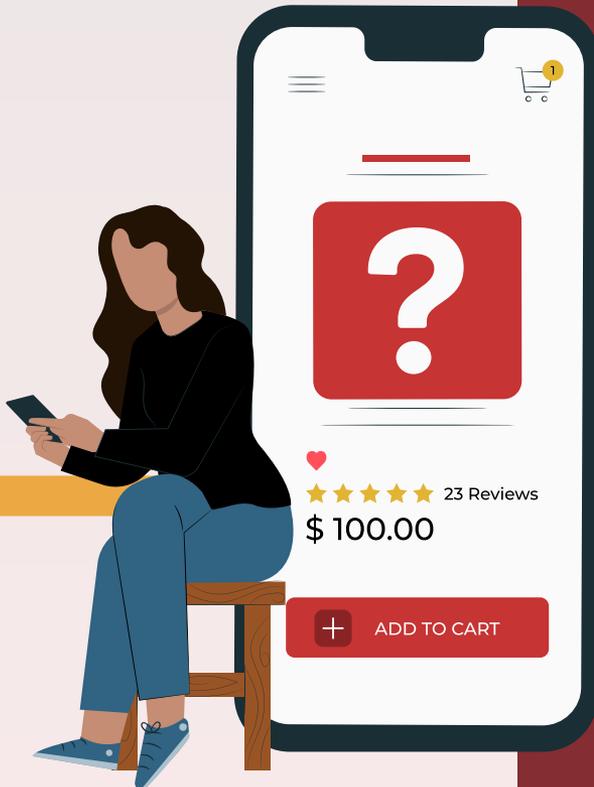
KHREATIVEWORKS
BRANDING AGENCY

Move Your Services Online

Which of your services can you switch to providing online?

Whether retail or subscriptions, consultations or training, find a way to make your services accessible in the virtual world.

If you do not currently offer services that can be provided online, this is a good time to think outside the box and consider expanding your business to offer something new!

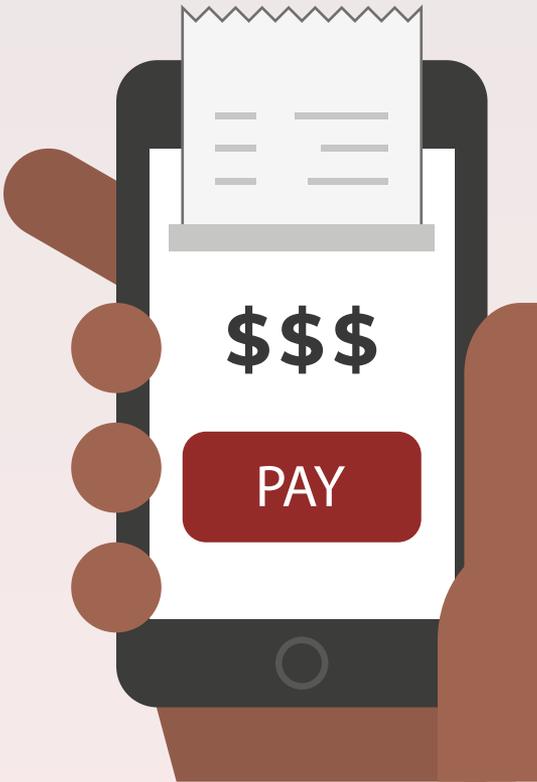


Move Your Services Online

Complete the table below to determine which of your services you can continue to offer. Brainstorm for new products/services (within your business scope and brand) which can be provided online.

My current services	Can I offer this online?	If yes, how?	If not, what can I do instead?	Outcome
e.g. Makeup	Yes <input type="checkbox"/> No <input type="checkbox"/>		Video makeup tutorials	Visibility and engagement; credibility for future bookings
e.g. Handmade items	Yes <input type="checkbox"/> No <input type="checkbox"/>	Online payment; shipping via UPS		Customers can still safely receive their items
	Yes <input type="checkbox"/> No <input type="checkbox"/>			
	Yes <input type="checkbox"/> No <input type="checkbox"/>			
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Set Up Online Banking

Can you receive payments without meeting in person?

Though banks remain open as an essential service, you and your customers need to stay safe. Set up online banking to facilitate convenient transactions from the palm of your hand.

Encourage your customers to do the same, so that neither person is at unnecessary risk from going to the bank or handling cash.



Set Up Online Banking

Visit the links below for instructions on setting up your online banking in Trinidad and Tobago.



First Citizens Ltd.

In light of the current situation, call 62-FIRST to find out if you can complete registration without going to the E-Business Unit's office.



Republic Bank

Choose Personal or Commercial, and click 'Learn more' for instructions.



RBC Royal Bank

All Business/Corporate clients are asked to contact your Relationship Manager or respective Branch to enrol into Digital Banking



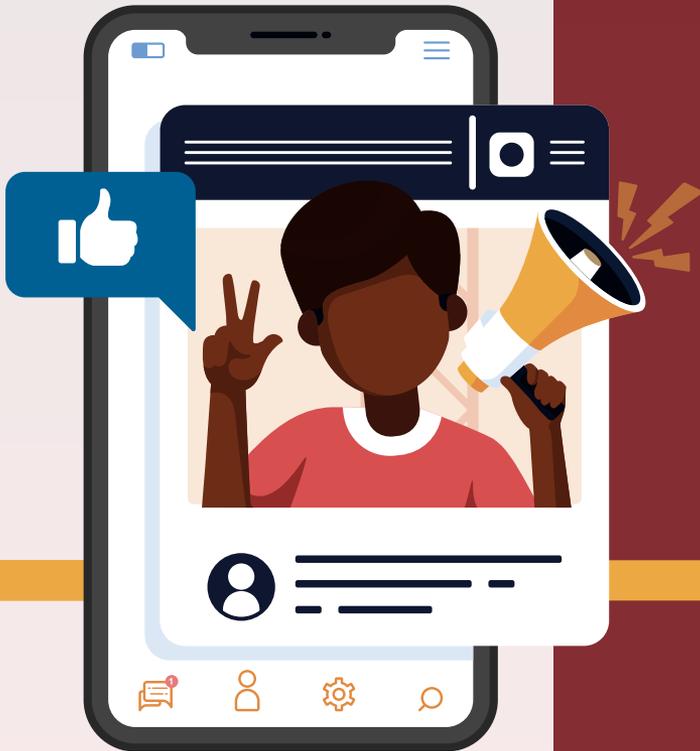
Scotiabank

You can also opt for the Scotia OnLine app [here](#).



JMMB Bank





Master Your Social Media Marketing

Are your profiles up-to-date?

Your next customer or client is probably online right now, scrolling through their feed or searching for items and services they can access while at home.

Use the platforms wisely. This may be your best opportunity to reach someone who needs what you have to offer.



Master Your Social Media Marketing

Here is an exercise to determine how to focus your social media marketing efforts.

Platform	Current no. of followers	Average no. of confirmed customers gained from this platform in the last 6 months
Facebook		
Instagram		
LinkedIn		

Platform with the most followers:

- Focus on directing your followers to your website or other destination where you are likely to close the sale.

Platform with the most engagement (reactions, comments, shares, direct messages):

- Focus on sharing more content that your followers like to see. Do they prefer videos? Personal information about you? Tips/tricks? Articles? External content (shared from another source)?

Platform from which most of your confirmed customers find you:

- Focus on paid/boosted posts, and targeted ads

Is there another platform you think you should try? Answer these questions:

- Who is my ideal client/customer?
- Are they likely to be on this platform?
- Does this platform allow me to share with my audience using the medium both I and my customers prefer?
- How can I collect leads and track insights on this platform?



Email Landlord & Telecom Service Providers

Do you rent an office or store?
Do you have business phone and internet accounts?

If your physical place of business is currently closed, email your landlord and request a decrease or deferral on rent.

Also contact your telecommunications provider(s) about your business phone and/or internet service. Since you aren't at the office, consider asking for the service(s) to be temporarily disconnected until you resume business.



Email Landlord & Telecom Service Providers

Here is a draft email you can send to your landlord. Edit to suit your needs, recipient and writing style.

Dear [Landlord's Name],

I am writing to request your consideration regarding rent payments from [Business Name] in light of the COVID-19 situation in Trinidad and Tobago. As the Government of T&T continues to enforce the stay-at-home order, we are - like other non-essential businesses - closed until further notice.

As a result, we are unable to make the agreed upon payments in full as we usually do, and are kindly asking for any courtesies that may be extended to [Business name] at this time. We would appreciate any of the following options as you deem doable.

- a decrease in the required payment (for e.g. payment only for standard fees such as water, electricity, security etc.)
- a deferral on the rent amount until business resumes, with a grace period for coming up-to-date on said payments
- cancellation of rent payment for the month(s) in which the business is mandatorily closed

If you would like to discuss further, please feel free to call me at [Phone Number], followed by an official response in writing.

Thank you for your kind consideration and we look forward to hearing from you soon.

Regards,
[Your Name]
[Business Name]
[Business Address]

Here is a draft email you can send to your telephone or internet service provider. Edit accordingly.

Name: [Your Name]
Business Name:
Account Number: [Your Account Number with this Service Provider]

Good [morning/afternoon],

I am writing to request a temporary suspension of the account listed above, with [phone/internet/other] service to [Business Address] until things are back to some level of normalcy regarding the COVID-19 pandemic. Our business has been and will continue to be closed until otherwise guided by the government of Trinidad and Tobago.

As such, we have no use of the service during this time.

Please let me know if our account can be placed on hold, i.e. service temporarily disabled, until a later date when we resume business.

Thank you for your kind consideration and we look forward to hearing from you soon.

Regards,
[Your Name]
[Business Name]
[Business Address]





ORDER HERE

NAME

EMAIL

MESSAGE

SEND MESSAGE →

Use Digital Documents

Do you have online files and fillable forms?

If you still use paper forms, quotation / invoice / receipt books, now is a good time to start using digital documents.

Online forms that go straight to your email, and PDF versions of invoices and receipts are an excellent way to track business and keep your records up-to-date.



Use Digital Documents

KHreative Works Branding Agency can convert any of your existing data collection documents (e.g. forms, invoice/quotation/receipt books etc.) into fillable PDF forms.

Contact us for a free quote, by providing the following information:

- Number of documents
- Total number of pages (all documents combined)
- Types of fields included: text, numerical, dates, checkboxes, list of choices, drop-down menus, electronic signatures etc.
- How many of these documents are already in a digital format (e.g. Microsoft Word/Excel)?
- How many of these documents are currently in paper format only (e.g. receipt books/printed forms)?

Email to contact@khreativeworks.com with Subject: RFQ_Digital Documents

If you do not already have data collection forms, here are some free online resources to create new forms that come straight to your email once a customer completes it:

[Google Forms](#)

[JotForm](#)

[Typeform](#)

[EmailMeForm](#)

[Wufoo by SurveyMonkey](#)

[Cognito Forms](#)

[123 Form Builder](#)



NEED HELP?

Reach Out to Your Clients

Do you have a mailing list?

You should have some method of collecting and keeping track of your customers' contact information. This is a good time to reach out via an email blast or personal messages, to find out how they're doing and if there is anything you can do to help them during this time.

Don't just think about getting sales, but more importantly about connecting with the persons who have supported your business.



Reach Out to Your Clients

Before reaching out, determine the goal. Are you:

- Just checking in?
- Providing assistance or resources?
- Updating regarding new operating methods or new services?
- Giving extensions on overdue payments?
- Offering discounts, freebies or special offers?
- Seeking to gather information (see next page)?
- Some other reason?

Once you know *why* you're reaching out, draft your message and decide on the best method of dissemination based on your usual communication practices, the nature of the message and what works for you and your clients. Email? Phone call? WhatsApp message? Video recording?

Next, if you already have a database of your past and present customers/clients, start sending your message. If using email, here are some websites that will help you send an email blast:

[MailChimp](#)

[Sendinblue](#)

[Benchmark](#)

[OmniSend](#)

[Sender](#)

[MailerLite](#)



Meet Your Clients' Needs

What do your customers need right now?

They may not be in a position to purchase anything from you at the moment, but think about other ways you can be of service to your audience. Identify the gaps and how you can fill them.

Knowledge sharing, online meet-ups, assistance with contingency planning, and accommodating late payments are just some ways you can still operate, in a manner that speaks directly to their needs.



Meet Your Clients' Needs

To meet their needs, you have to first *know* their needs.

- What are they requesting of you specifically?
- What do you observe persons requesting from businesses similar to yours?
- What aspects of your business have been disrupted as a result of COVID-19? How can you remedy this?

Then, determine how you can meet these needs.

- Even if you cannot provide a product or service, what *can* you provide?
- What avenues are most suitable? (e.g. sharing knowledge, online consultations/meetings, video planning meetings)

Do you want to get *specific* information from your audience?

Ask via a post or video on social media, use an email blast (see previous tip) or create a survey (e.g. via [SurveyMonkey](#)) to find out their needs and how you can meet them.





Work on Your Website

Do you have a functional, professional website?

Many modern businesses rely on their social media pages and physical stores to advertise and attract customers. However, your ideal customer may not be on social media or in your area.

A professional website is a great way to centralise your information, streamline the provision of services, and facilitate e-commerce.



Work on Your Website

Here's a quick checklist for existing websites:

- Bring all info up-to-date
- Include a note, banner, tab, pop-up or other visual with new information regarding your services during the pandemic
- Add any new and relevant info - e.g. special offers, discounts, new services, links to COVID-19 resources/news etc.
- Ensure contact information is current and visible
- Update e-commerce if available

Don't have a website?

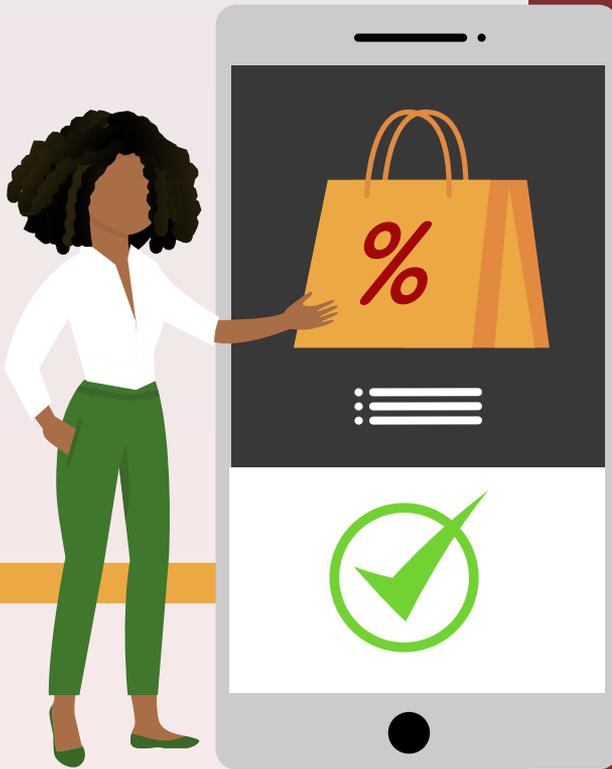
KHreative Works Branding Agency can create a stunning and professional website for your business.

Contact us for a free quote, by providing the following information:

- Single-page or multiple-pages layout?
- Hosting (with your own URL) or no hosting required?
 - * No hosting would be less costly, but your website's URL will include *KHreative Works* branding - khreativeworksstt.wixsite.com/yourname and the webpages will contain platform ads.
- Do you require maintenance, or will you be handling all future updates?
 - * Troubleshooting assistance will be provided as needed.
- Do you require e-commerce?
 - * Only available via PayPal (you need to have a PayPal account or a Visa credit card)

Email to contact@khreativeworks.com with Subject: RFQ_Website





Set Up Pre-Order Systems

Do you have retail items
on your hands?

Even if you are unable to get to
your customers at this time,
set up systems for persons to
pre-order your products or services.

Encourage customers to make
down-payments to secure their
purchase or appointment, and
offer incentives such as discounts
or add-on services for
those who pre-order.



Set Up Pre-Order Systems

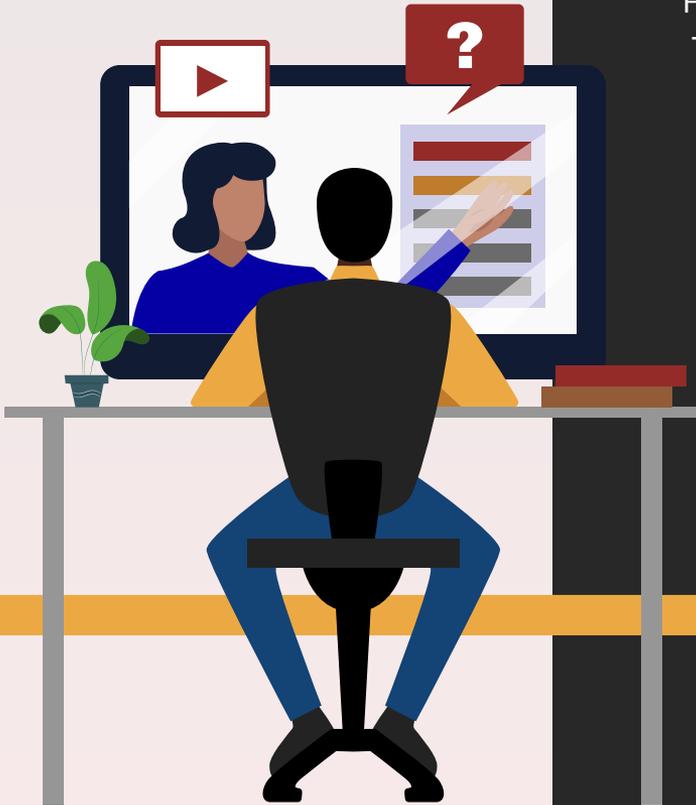
Decide what you are offering:

- Pre-ordering of physical items currently in your inventory
- Pre-booking of services and appointments
- Discounts for those who pre-order or pre-book
- Add-on services (bonus items, extra session etc.) exclusively for those who pre-order or pre-book

Put systems in place:

- Create down payment policy
- Create order/appointment cancellation policy
- Create refund policy
- Create digital documents or online forms
- Set up online banking or PayPal for receiving down payments
- Update records for tracking inventory and/or appointments
- Create standard communication templates for customers, regarding updates on order, shipping (if available), changes to order, delays etc.
- Coordinate delivery of products if possible (e.g. via UPS)





Hone Your Skills

How can you get better at what you do?

There are always opportunities to learn and improve, so take some time to study your field of business - the market, your services, best practices and more.

Take online courses and certifications, attend skill development webinars, reach out to mentors, and follow the pages of experts in your field.



Hone Your Skills

Here are some websites that offer online courses and certifications.

[Udemy](#)

[Coursera](#)

[Shaw Academy](#)

[Skillshare](#)

Here are three links to lists of business courses.
Depending on your field, search online for more specific courses.

[Free Online Courses for Entrepreneurs](#)

[Free Online Courses for Small Business Success](#)

[101 Best Online Business Courses for Entrepreneurs, Creatives and Professionals \(Free & Cheap\) in 2020](#)

Also search for YouTube lessons/tutorials, webinars, Zoom sessions etc. related to your field and interests.





Share Value

How can you be of value to your customers and wider audience?

Even if you have to pause production or sales, you can still reach and serve your customers. Give some thought to information or tips you can share, resources you can create, and common questions you can answer.

Find out what your target group is interested in, and share what you can via posts, webinars, podcasts, e-books, infographics, live sessions, or Zoom meetings.



Share Value

Remember the resource on meeting your clients' needs?

Put this into practice by deciding on the most effective way to be of value to your customers at this time:

- Posts
What are you sharing, how often, via which platforms?
- Webinars
What is the topic(s)? What is the agenda/material to be delivered? Who should attend and why?
- Podcasts
What are you discussing? Can you collaborate with another entrepreneur to do so?
- E-books / Infographics
What will you like to visually represent? How can interested persona access this resource?
- Live sessions / Zoom meetings
When is the best time of day when your target audience can view/join? What will you be addressing? Why is this the best medium?

KHreative Works Branding Agency can bring your e-book to life, or create engaging infographics to communicate your message.

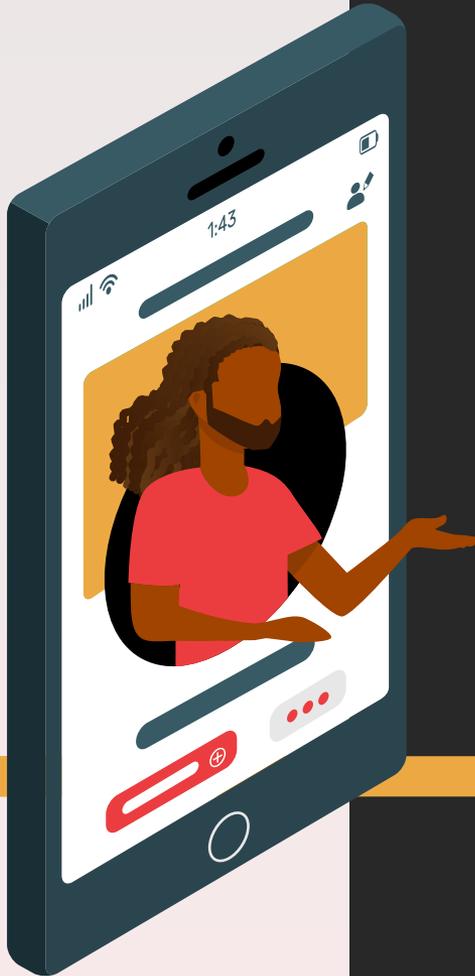
Contact us for a free quote, by providing the following information:

- E-book
 - Number of pages
 - Visuals required - none (text only), limited (on cover only), images, illustrations
 - Will this e-book be made available for free or at a cost?
 - Do you wish to include *KHreative Works* design credit, or not? (If yes, the e-book will be branded as a product of your business/company, but will include a brief (one-line) credit on the second page. If not, the e-book will not include this credit).
- Infographic
 - Purpose - to share information/list/statistics etc., to list services, other (please specify)

Email to contact@khcreativeworks.com with Subject: RFQ_E-Book / Infographic



NEED HELP?



Stay Visible & Consistent, but Establish Virtual Working Hours

Are you still working on your business?

Unless you've decided to completely step back from business for a bit, you should continue being visible and consistent. This does not mean, however, that you have to bombard your followers.

Decide on a new virtual work schedule, and know when to log off. Be sure to make time for rest and leisure.



Stay Visible & Consistent, but Establish Virtual Working Hours

Productivity Tips:

- Create a post schedule for social media
- Create an email schedule for email marketing
- Create a daily work calendar and to-do list(s)
- Create your work-from-home schedule and factor in breaks
- Begin your work day by responding to all emails and social media messages and comments
- Avoid working from your bed; establish a work space that is separate from your rest, relaxation or leisure time area(s)
- Set up automatic responses on Facebook, for messages that come in outside of business hours

* If you find it difficult to stay focused while working from your computer (you end up on different websites with multiple tabs open), then [here](#) is a list of *Google Chrome* extensions that will temporarily keep you from visiting sites that distract you from your tasks.

Refine Your Brand

Who are you, and what do you offer?
This is as good a time as any, to take a long, close look at your business, and define and refine who/what you are as a brand.

Take some time to solidify your brand message, and make sure that all your communications, practices and processes are in line with it.



Refine Your Brand

In summary, your brand is how people perceive your business. Take some time to define (if you haven't before) or refine (if you have) the following:

Your Brand Strategy

- Do you *have* a strategy? Is it aligned with your business objectives, your target market and your unique selling point?
- Use the Notes pages at the end of this e-book to flesh out your Brand Strategy:
 - Your Why - Why do you do what you do?
 - Your Vision - What do you want to achieve?
 - Your Mission - How are you going to achieve it?
 - Your Target Market - Who do you serve?
 - Your Value - What problems do you help your customers solve?
 - Your Proposition - What makes you unique?
 - Your Personality - How do you present yourself?
 - Your Core Messages - What do you want to consistently communicate?

Your Brand Identity

- Logo - Do you have one? Is it professional, and does it represent your business? Is it S.M.A.R.T.: Simple, Memorable, Appropriate, Reusable and Timeless?
- Tagline - Do you have a succinct motto?
- Aesthetic design - Do you have brand colours and use a consistent colour scheme, fonts, style, and overall concept?
- Voice - Are you consistent in the way you communicate?

Branding is what we do!

Let's set up a virtual meeting and chat about moving your brand forward!

Email contact@khreativeworks.com with Subject: Branding Assistance





Pray, Be Patient & Take Care of Yourself

Are you doing okay?

These are scary times, and your stress may be at an all-time high.

As a small business owner, you may be worried about your income and wondering how long we're all going to be affected.

While it is important to focus on your business, it is more important to focus on YOU. Be prayerful, patient, and make time for self-care.

[#StayHomeStaySafe](#)



Pray, Be Patient & Take Care of Yourself

Take some time to relax and decompress.

Here is a list of things you can do at home in your downtime:

Offline:

- Pray and strengthen your spiritual life; have daily devotions
Read [Steps to Christ, A Call to Stand Apart, 25 Verses of Comfort for these times](#)
- Start an art or craft project
- Do puzzles
- Play board games
- Exercise
- Step outside for fresh air and sunlight
- Bake or cook something new
- Turn off all devices and take a long nap
- Redecorate your room
- Have an at-home spa day

Online:

- Call a friend or family member
- Watch a movie or tv-show
- Visit a museum [here](#)
- Go to the opera [here](#)
- Take tours around the world [here](#)



Notes





Hi Entrepreneur!

I'm Kershelle, Creative Director of *KHreative Works Branding Agency* - a graphic design, branding, and editing business that serves individuals, groups, small businesses and companies. I have over eleven years of editing and design experience, and have worked with clients in Trinidad & Tobago, Grenada, the U.S., Canada and Australia. I have also worked as the Marketing & Branding Specialist for a local business consultancy firm, and provide Social Media Marketing Services for several small and medium enterprises.

I work alongside my husband, David - the CEO of *Ten Strings Developmental Company* - to provide businesses with comprehensive business branding packages to suit their needs and niche.

We truly hope this e-book has been beneficial to you and your business, especially during such difficult times. You *can* get through this stronger and more ready to succeed than ever before.

We would love to help you Level Up your brand!



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Need Assistance?

KHreative Works Branding Agency is here to help you with any of the tips mentioned in this Toolkit, or to answer your business branding questions.

Let's Chat!

CONTACT

www.khreativeworks.com
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(868) 749-6716



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