



Business Development in Challenging Times Webinar Worksheet

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Here are three steps to keep your business healthy during this unprecedented time. Your markets and champions need to know you are still here for them, offering support and services that they need.

- 1. Review & Update Your Business Model** – Are there services you can no longer offer in the way you used to that need to be replaced by new offerings? Are there ideas on the backburner that you haven't executed because you didn't have time? Look at what your clients need and see what has to be tweaked with your current offering to meet their needs.
Action Step: Don't wait. Some people are waiting for this to blow over and have gone into hibernation mode. The sooner you accept the new reality and start acting on it, the better off your business will be in the end.
- 2. Get Back to the Fundamentals**
 - *Revisit your niche markets* - Have they changed? Are some shut down? Are new ones emerging who need you more than ever?
 - *Review your messaging* - be mindful of how what you are saying is being heard. Now is not the time to be tone-deaf to what people are going through, and our messaging needs to reflect that.
 - *Explore new ways to communicate* - our in-person networking opportunities are non-existent right now. Zoom conference calls are today's new coffee meeting. Reach out to book virtual coffees. Connections are more important than ever.
 - *Stay close to your champions* - champions are always important in our business but right now they are more important than ever. More opportunities will come from your existing circle with people who know, like, and trust you already.
Action Step: Make a plan to connect with your niche markets and champions consistently over the coming weeks.
- 3. Increase Your Activity Level** – expect to do more to get similar results as before COVID-19. Assuming you have the right strategies in place, you have to use them more often in both consistency and volume. That means reaching out to three to four times more people than usual.
Action Step: Schedule business development time into your calendar each week, and use that time to be in touch with people. Start with your inner circle, past clients and champions. Find out what they're doing, what they're struggling with, and what has changed for them. Look to be of service first and foremost.

Community, accountability, and a solid strategy are more important than ever as we navigate this "new normal." Boost is almost ready to launch a new program that will offer all of these steps plus more! Visit www.boostcoaching.ca to receive a free download, and sign up to be the first to be notified when our new program launches.

Daria Malin is the owner of Boost Strategic Coaching and the author of the book *Hands-On Marketing: The Small Business Owner's Guide to Advertising and Branding*. Her company offers sales and marketing guidance through 1 on 1 coaching, group training, and online programs.
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