

**FREE
REPORT**

SURVIVE & THRIVE

**How to Adapt Your Business
for the Lockdown & Beyond**

Digital Upstart

ADAPT & THRIVE

Contents

Introduction... *page 2*

Pubs, bars, cafes, beer & wine shops... *page 3*

Yoga teachers, coaches, tutors, therapists,
personal trainers & more... *page 8*

Clothing, electronics & other high street goods... *page 10*

Theatre, Comedy Acts & Indie Film Producers... *page 12*

Photographers, Artists & Musicians... *page 16*

Garden Centres & Florists... *page 18*

Tradespeople: plumbers, electricians, builders & more... *page 20*

Travel companies & holiday rentals... *page 22*

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Introduction

The number one priority during this challenging time is to stay safe, help others where possible, and support our amazing key workers.

However, this crisis goes beyond the virus. With the lockdown in place many have seen jobs and businesses take a huge hit, almost overnight.

Shops, pubs and restaurants have had to shut down, the service industry has ground to a halt, travel agents, estate agents, shops and garden centres have closed. Many tradespeople, coaches, tutors and creatives are in limbo.

Maybe it has affected you or your loved ones directly. If so, this article is for you, because there is good news.

You can use this time and turn this into something positive.

Yes, the coming weeks and months will be a challenge, for most of us our biggest yet, but we live in an unprecedented time. There is hope.

The world is connected in ways which we could have barely imagined 20 years ago. There are resources and tools at our disposal some of which could be game changers.

Here's the crucial thing...

People haven't changed.

People still need you.

The world's needs and wants remain the same. It's true, for the most part, people now cannot leave the house. However, they still need the following:

- Nourishment
- Exercise
- Entertainment
- Socialising
- Help and advice
- Experiences
- Nature
- Learning

- DIY
- Clothing

And much more. People still want all the things they needed before the lockdown started.

This article is about looking at your current business (or it could even be your idea for a business) with a completely fresh perspective.

This isn't a magic bullet. For some industries this will be an exercise in using this time to stay active, boost your online presence and branding so that you can come out fighting stronger than ever before when this pandemic ends.

For others this could revolutionise the way you work, communicate with and sell to your customer base. With the right approach you could nurture and build a business that is even more successful.

This is all about seeing if and how we can adopt new processes and strategies and adapt to the new environment.

We've covered a range of different industries and will look at each in turn. These are in no particular order however I recommend reading through all of them in case there are any nuggets of information in there that sparks new ideas for your business.

Pubs, bars, cafes, beer & wine shops

Pubs, bars and coffee shops are a British mainstay. This lockdown has already been devastating for many of these businesses.

But what's happened to all those customers?

They are still socialising with their household, using video conferencing apps to catch up with friends and enjoying a drink at home.

Drinks sales have not gone down, the demand is still there. One very well-known online wine retailer has seen their sales surge by 4,000% since the lockdown (and this exponential growth is continuing).

So the market is still there, how can you tap into it?

Here are a range of things you could do:

Offer deliveries of wine/beer/spirits/coffee to customers in the local area

Bring the pub/bar/café/shop to them.

People already know, trust and love your business and many of them will be keen to support their local retailer over a giant online retailer or supermarket chain.

They'll also be forgiving if your setup isn't shiny and perfect from the off. They know that all this has happened suddenly and won't expect you to have a sparkling, fancy pants million dollar system in place.

Get something up and running ASAP.

Don't overthink the tech side too much right now, speed is of the essence. It doesn't have to be perfect from the get go. Once you've figured out stock levels and delivery logistics you can add to and improve it as you go along.

Here are 3 different approaches to suit different budgets and timescales:

Fastest - Email/telephone orders – This is the fastest and easiest system to setup. Many businesses are asking customers to contact them with requests over phone or email. They then tot up the totals and send them the details for payment over online banking.

Time to setup: 5 – 10 minutes

More user friendly - List what's on offer online - Add a big banner on your homepage and let people know you now deliver. Do the same on Social Media. Link to a section where you list what drinks you have on offer. Then add a simple contact form (and/or number) where people can place orders.

Time to setup: 1 day

Most professional - Fully integrated online shop – If you're a little more techie you could setup a Shopify page, or if using WordPress, install

WooCommerce and make a more integrated shopping solution where people can order and pay using PayPal or Stripe.

Time to setup: 7 – 14 days

Alcohol delivery already exists, so does roasted coffee, so does delivery for all conceivable physical goods. There are companies already doing this and that's a good thing. The demand is there and people are already comfortable buying and ordering online.

You, however, have something different which gives you a marked advantage...

You are not a sterile warehouse starting from scratch. Because you're local you can get out to people quickly and relatively inexpensively.

You're also known and trusted by your loyal customers, you're not just another faceless corp.

Your customers are also rooting for you. They'll appreciate that any new offering may help you keep the business alive during this difficult time.

Have a sale of any stock which has a sell by date:

If you have stock with a shelf life or sell by date make a feature of it! Sell it direct to your customers for a discount rather than let it all go to waste. Take cask ales, for example. Some of your customers will miss their favourite tippie so if it's safe and legal to do so (always consult the legal!) sell it direct to your customer at a reduced price.

I came across a pub recently who decanted their beer into milk bottles to deliver direct to customers. The same principle should apply to most perishables (obviously you will know your product and make sure you always stay within food health safety requirements!).

It's better to give stock away at a heavily discounted price than let it go to waste entirely. It's a great way to get people used to ordering deliveries with a nice low-priced offer and create some goodwill with your locals.

Repurpose unused space while the lockdown is on

While the lockdown is in place see if you could repurpose any unused space.

For example:

- Could the space be used to help setup a takeaway business for local restaurants who have had to shut down? They could use the space for food preparation or taking orders

- Could it be used by charities or emergency workers (you may find there are funds for this) as a storage facility or a place for packaging and distributing supplies?

Run online pub quizzes

One of the things people miss most about going to the pub or local café is the atmosphere.

Humans are social creatures and just being around other people and/or doing something as a group is important.

People also love a bit of general knowledge and competing with one another.

Pub quizzes are a long time stalwart of pubs. They're typically held during the week or on Sundays to drum up a little more business and get people through the door.

They also translate extremely well online over video conferencing apps such as Zoom. A number of pubs are already offering online quiz nights where, for a small fee, you can login via Zoom and take part.

Now there's one obvious drawback...

It's easier for people to cheat if they're taking part from home, so make it clear that question answering and marking should be done on trust.

You can also have rounds which dodge this issue where you have a quickfire 'hands on buzzers' type approach. One novel way of enacting a 'buzzer' that's (soundless and not excruciating) is tell all participants to activate the torch feature on their phone. When they want to answer a question they should put the light up to their camera and it'll flash their screen white. The quiz master can then quickly see whose answer to take.

Make your offer unique and even more amazing:

I think you can go one further...

Make your offering personal. Give it character and humour and appeal to your customers.

This applies to any type of product, whether you're selling alcoholic drinks, fancy coffee, high end tea or delicatessen treats.

- Offer curated selections (e.g. an April offering, a May offering and so on)
- Create comfort hampers or movie night hampers (you could include snacks as well)
- Curate a special weekend selection
- You could even create a special selection for the online quiz (that you're going to host)

And so on and so forth. You know your customers, you know their personalities and what sells well.

This is also your chance to introduce them to new products that you think they might like.

You may find some of these delivery packs prove successful even after the lockdown is lifted giving you another income to supplement your offline sales.

Key points to bear in mind:

- If you have an email list and/or Social Media let them know you're now delivering! Give them all the details they need and don't be afraid to contact them frequently
- Can't deliver yourself or get a member of staff to? Check out one of the third party delivery options at the end of this article
- Bear in mind you may need to put minimum orders to make this economically viable. People will understand that
- Work out how you're going to take payments first before going live and test it using friends/family first (options might include BACS transfer, PayPal, Stripe and so on)
- Get a feel for the level of demand and keep people informed at each stage. Try not to take on more orders than you have stock for. If something does go wrong, don't panic. Just give them a call, keep them in the loop and let them know how you're going to put it right. No-one's going to expect perfection from the off
- Look into setting up a simple website (or add a page on your existing website) with a list of what's on offer and a contact form where people can place orders.

Yoga teachers, coaches, tutors, therapists, personal trainers & more

We all need to stay physically and mentally healthy.

But with the lockdown in place it's now impossible to go to the gym in person...

... or to health and wellbeing classes...

... or therapy sessions...

... or coaches and tutors

If you're a personal trainer, coach or any of the above what has happened to your customers?

Nothing, they're still there!

And in most cases they still need you. Now more than ever in fact.

So the key thing here is to think about how you can offer them the same – or a similar – service online from home.

First reach out to your email list (if you don't have one, make one out of your existing client list). If you can, contact your clients individually rather than sending out a mass mailing/round robin.

Let them know you are now going to offer sessions over Skype/Zoom/whichever video conferencing platform you prefer.

Go out to your Social Media and tell them the same.

Now, this may be a learning curve and adjustment for both you and client so think about easing them in with an offer.

For example you could offer the first class for free or for half price.

You could offer a discount if they order a block of classes.

If you're not finding much take up on one-to-one sessions you could try offering group sessions. This would work out cheaper for them and could offer you the same, if not greater returns, depending on response.

Hold sessions over Zoom, Skype or your preferred video conferencing platform

Online therapy/counselling was already a 'thing' before this pandemic.

If you have a client you were seeing face-to-face before the lockdown kicked in, offer a continuation of your sessions over video conference.

And it's not just online therapy. Almost all talking, learning and motivation based activities are transferable online.

And as we've seen from Joe Wick's stratospheric success recently, personal training and fitness can be extremely well suited to video conferencing.

Zoom is perhaps the easiest to use but bear in mind they limit calls to 40 minutes a time before automatically cutting off unless you're on a premium plan.

You can have as many calls as you want (and so could call clients straight back) but if this is an issue Skype might be your best bet. They have made their professional service completely free while the lockdown is in place.

Consider loaning out your equipment

If you have a gym or a studio and traditionally clients who come to your classes use the equipment you have in place, think about whether this is something you could offer them.

For instance, if your clients live locally you could offer – for a deposit and as part of their fee – to deliver them the equipment they need to participate in your classes from their living room.

Think about the logistics. It may not be as tricky or expensive as you think to get equipment to them. Sponge rollers, stretch bands, yoga mats and smaller

weights would be a doddle but even larger equipment and bikes would be possible depending on whether you have access to a van.

If they have your equipment in their house they're going to see it every day. They'll feel more invested in taking part and it'll remind them to participate in your classes.

Clothing, electronics & other high street goods

People are no longer shopping in the high street for clothes or other goods, but they are still shopping.

Many online sellers have seen a huge lift in sales recently as shoppers have turned to the internet to purchase items.

The platform that seems to be getting one of the greatest surges, based on anecdotal evidence from eSellers I know personally (no official data has been released yet), is eBay, but virtually every online platform is experiencing a boom at the moment.

Because you send out the products (and because post offices are still up and running) this is a sector of the market which is continuing to thrive.

Catalogue your shop items and sell them on eBay, Etsy and Amazon

The quickest and easiest method of getting your items listed and online is to put them on eBay, Amazon or Etsy (depending on the items). eBay cover pretty much everything, Etsy focus on handmade, handcrafted items, Amazon I'm sure you're familiar with.

They are proven portals that work and customers feel safe and familiar with. They benefit from having that giant, readymade customer base that people use time and time again.

Keyword your items correctly and if someone goes online and taps in the right words they should find your items. That's a huge bonus if you want to get up and running quickly.

Bear in mind that the situation at Amazon keeps changing. Recently they were blocking new stock from arriving in their warehouses, in order to focus on essential goods, but check the current status.

Create your own online shop and develop your brand

The benefit of creating your very own online shop is that you no longer pay commissions to eBay, Amazon or Etsy (they do bear in mind card payment fees and service costs). You also have TOTAL control over your offering.

It's much easier to create a curated, on brand, lifestyle offering if you own an online shop. It's uncluttered by other people's (usually competitors') offerings and you can direct your visitors in a way that you simply can't do on other platforms.

However, creating your own online shop is a more time consuming and considered step. I recommend only doing it if you a) Have successfully made sales on eBay, Amazon, Etsy or similar platforms and b) Have a solid brand, following and email/social media list. Otherwise you'll have a beautiful shop that no-one knows about.

How to create your own shop

There are two main options I recommend here:

1) The easiest and quickest is to setup a Shopify shop – They are robust, beautiful and house pretty much everything you need under one roof. That includes hosting, the ability to take payments, readymade templates and so on. The main drawback with Shopify is that it is a little more expensive than option 2. It also lacks some flexibility if you're really specific about certain design, layout and functionality features (however, this won't be a problem for most people).

2) Use WordPress with the WooCommerce plugin. This is a way to use the world's most popular, open source web building platform to create your online shop. WordPress is free and the WooCommerce plugin is free but bear in mind you still need to pay for hosting. Even taking this into account it's still the cheapest option by a considerable margin. The other bonus of using WordPress is that it's more flexible and allows for a greater deal of bespoke customisation.

If you're not techie you can hire a WordPress expert on UpWork to make changes for you. As WordPress is the largest website platform (over 30% of websites use WordPress) there are no shortage of developers who can help you make custom tweaks and fixes and at competitive rates.

Think about how you're going to market your online shop:

- If you have an existing website make sure you put a great big banner on the home page letting people know that you now offer online shopping and delivery
- Got an email list and/or Social Media presence? Great, go out to them right away with your shop link. To encourage people to start using your shop you could offer them a discount voucher for their first purchase (both Shopify and WooCommerce let you offer this) or free delivery
- Make it really stand out! If you're selling clothes consider creating a range that takes the lockdown into account. For example you could have a selection of tops that will make your customers look stylish on video calls (remember, on video conferencing we only ever see peoples' top halves!). Or if you make comedy t-shirts you could tap into this new trend for a different angle. I've seen t-shirts specially designed for video calls with messages like: "I'm still in my pyjamas" or "I'm not wearing any trousers". See what else you can come up with
- This last point applies to virtual ANY product range, not just clothes. If you sell electronics you could put together an essential lockdown bundle for example. This bundle could contain a webcam, microphone, headphones etc to make video conferencing easier.

Some customers may be a little anxious about receiving items in the mail in the current climate, so reassure them about the measures you're taking to keep them as safe as possible.

For example you could let them know that your garments are packaged wearing gloves in sterile conditions. Remind them that the courier will leave your packages on your doorstep after knocking on the door to minimise contact.

Theatre, Comedy Acts & Indie Film Producers

If you work in performance arts the lockdown will have hit you like a ton of bricks.

But the good news is you already have the perfect art form to reach people at home.

Anything that people can view on their TV or computer, sitting in their armchair is gold dust at the moment.

So here are some practical steps you can take:

If you're in theatre, and have filmed copies of any of your live performances, get them onto Vimeo (or the platform of your choice) as soon as possible. Give your fans the opportunity to stream past performances for a small fee.

Many theatres companies are already doing this and it's a great opportunity to reach out to new audiences.

Some theatres have taken the freemium approach and made some of their performances free to watch online for a limited time. This has garnered them a huge amount of free press coverage, not to mention Social Media shares and good will.

It's a great way to offer a taster session to anyone who's new to your theatre. Hopefully this will encourage them to book tickets for live performances once the lockdown has ended.

Getting this setup is the kind of thing you may not have had the time or inclination to do pre-lockdown (after all you want people to come to the live shows). Now is the perfect time to get digital and open up new revenue streams.

You could also:

- Offer vouchers for future performances – Vouchers make fantastic gifts and are a great way to bring some income in now and give you a budget for future shows. People know the arts are struggling right now and this is a great way for them to show their support. Use this time to ensure there will be plenty of bums on seats when all this is over

- Start streaming live performances your customers and local community can watch online - This could be via Facebook or YouTube live. It doesn't just have to be theatre (although there are some amazing live performances with a single actor). You could offer spoken word poetry, improv comedy and so on. Comedy

acts work extremely well online and comedians have a lot of new source material to draw on at the moment

- Create a Patreon page and help monetise shows. The advantage of using something like Patreon if you're live streaming, as above, is that you don't disrupt the flow of viewers. There's no paywall or 'gate' to access your live stream. Most people will watch for free and that's fine, you're getting them through the door. They may not have heard of you yet, so this is about gaining exposure and spreading the word. Others who are ready to pay are able to do so quickly and easily using your Patreon

- If you're an indie film producer all of the above apply to you too. Use this opportunity to get your existing work publicised on Social Media. Once again, using tools like Vimeo you can upload your work, get it out there and setup a fee for people to rent or buy it

This is the perfect opportunity to use any downtime to bolster your online presence. Setting up a WordPress website is easy and inexpensive and even if you don't sell or want to sell directly from your site it's still a place where people can find you.

Often people will go to see a live act, jot down the name of someone they particularly enjoyed and then find tumbleweed online when they go home and do a Google search. This is such a wasted opportunity, especially as you've already done all the hard work in the performance.

It means they 1) Can't find out about your next performance 2) Can't share your page with friends and family they think might also enjoy your work 3) Have no way of purchasing future material from you 4) Future venues or contacts don't have a way of contacting you easily

Don't rely on someone else to do your promotion for you. Setup your own page and at the very least put some information about you on there.

Here are a few simple tips to get you started:

- Ensure there's an easy way of contacting you (an email address is fine)
- Setup a page of 'upcoming events' which list the times, dates and a direct link to where they can buy tickets
- Embed any videos (from YouTube or elsewhere) you have available on a media page. Same goes for any audio files. People want to see more of you so make it

easy for them! Don't make them trawl through other people's websites or platforms

- Put links to any social media channels you may have and encourage people to like and share your work

Think about creating an online course where you can teach others

This is another lockdown-proof approach.

Can you teach your skill to others?

For example if you're an indie film producer you could:

- Teach people how to write a screenplay
- How to use camera and sound equipment
- How to use video editing equipment
- How to create simple special effects

If you are an actor you could:

- Give people acting lessons
- Have a module on how to do accents
- Teach people how to learn lines

And so on and so forth.

It doesn't have to be restricted to arts training either. You could also teach people who might struggle with shyness, performance anxiety or public speaking how to develop more confidence when speaking or presenting.

There are lots of readymade teaching portals out there such Udemy where you can get your course online and promoted but bear in mind that even though these are nice and quick to setup they take as much as 50% commission on each sale.

If you have a bit more time it's really worth looking into creating your own course and marketing it yourself via your email list (if you have one) or by building up an audience on YouTube, Facebook and other Social Media channels so that you can keep 100% of the profit.

Photographers, Artists & Musicians

Now is the time to start digitising your work (if you haven't already)!

With everyone getting their art and cultural fix online during the lockdown it's a case of reframing your current offering.

Photographers – Consider starting group and one-to-one classes for budding amateurs over Skype or Zoom. You could start by teaching clients how to get to grips with their cameras manual settings (changing the aperture, shutter speed, ISO and so on).

Or you could cover photography disciplines that don't involve leaving the house. For example...

- Interior design photography
- Still life photography
- Food photography
- Plant/bird/wildlife photography (if they have a garden)
- Abstract photography

There are a HUGE range of skills they can develop within the home and now is the perfect time for them to learn, away from distractions.

Better still why not create your own course?

That way you can continue to make sales long after the lockdown ends and have course tutorials as another revenue stream.

Musicians – Again this is a great time to teach your skill to others. Learning to play the guitar is already a well established online business. You can run one-on-one tutorials over Skype or Zoom. The same will go for most instruments.

Or again, as above, you could go one further and create your own online course teaching them how to play an instrument or to learn to sing.

Another very popular one for musicians at the moment is live streaming. This, for the most part, will be a feel good branding exercise to begin with. Tell your

Social Media followers that you will be going live at a certain time (Facebook seems to be the most popular platform) and then treat them to a gig.

As well as giving great content to your loyal fans this also introduces you to new ones as Facebook Live shares your broadcast far and wide (MUCH farther than a traditional text or image post). It's great for your profile.

In order to start monetising gigs you can do 3 things.

- Setup a Patreon page (<https://www.patreon.com/>). This is a brilliant way for fans/viewers/listeners to support your work. If they like what you're doing they can click on your link and make an easy payment. Artists love this approach because they still retain total creative freedom.

- Promote your existing work. If people are listening to your live stream and liking it and clicking it let them know they can buy your album on Bandcamp or Amazon. Or that they can stream it on Spotify. Make it really easy for them, put a link(s) in the description area or beneath in the comments.

- If you're tech savvy consider Facebook advertising – Get your account setup in advance and you can advertise to people who attended your online gig afterwards. For instance you could post an advert for your new album on Facebook that goes out the next day to anyone who spent more than 10 minutes listening to your live stream.

Artists – Once again the key here is showcasing your work and, if you're willing, teaching others.

- Run group or one-to-one tutorials showing people how to paint using oils / watercolours / acrylics. You could also run classes on using charcoals, pencil, mixed media and so on

- Life drawing, still life, abstract, minimal, graphic design, illustration classes. You could run different groups on different days of the week.

- You could also run free taster classes and discounted group classes to get people onboard

- Run 'live streamed' art classes on Facebook. Again this is a brilliant way to reach a much wider audience, for free. Make it clear during your class that art is for everyone and that you teach people of all ages and with all levels of experience.

- Setup a Patreon page and fund your live streams and online classes via donations. You could setup one-to-one classes and take payment via PayPal or you could set up your own online course. Once again this is a great way to make an income from your tutorials that's evergreen and will bring in income long after the lockdown has ended.

Be different!

Now's the time to stand out from the crowd.

There are lots of artists and musicians doing weird and wonderful things online and on Social Media at the moment. It's showcasing their work to a much wider audience because of the lockdown.

What creative lockdown themed projects could you run from home?

One photographer was in the news recently because he's started taking professional family portraits of his neighbours (with their permission!) through their windows. It gives the work a strange, painterly effect and is unique in the sense it's something they can all look back on in years to come.

This is all about embracing online elements of your business that you may not have had time to focus on previously and reaching new audiences.

Garden Centres & Florists

Start delivering to people's homes (if you're not doing so already!)

People want beautiful flowers in their homes now more than ever. Anything to bring the outdoors in and brighten up the spaces we now find ourselves contained in is extremely welcome.

Once again it's all about reframing things. Rather than it being a tragedy that people can't visit your shop, let's make it a positive.

Let your customers know that you are still open for deliveries and now they can get fresh flowers delivered to their house – so zero effort on their part! Make

sure you put a sign to that effect on your shop window with a link to your website or a telephone number they can call. It also can't hurt to put the word out in Facebook groups for your local area.

It's a great chance for your customers to get an even more comprehensive service from your business because they don't even have to leave their house.

You can give them the option of sending you orders by telephone or email or via an online webform (whichever's easiest). A simple page on your website with a telephone number they can call, an email address or webform should suffice. Further down the line you can look at investing in a more developed and integrated online payment system but the key thing now is getting it out there.

The same is true of garden centres. Use this time to setup (if you haven't already) and nurture your online presence, ramp up your delivery service and get your email newsletter together.

Email your previous buyers, post updates on Social Media and let people know what plants you have in stock ready for planting... and which indoor plants are about to go in bloom.

Setting up a delivery system may take a little time. If you have plants that will go to waste if they don't go to a good home immediately think about whether you can give them away to charity or donating them to a local cause.

As well as creating that warm fuzzy feeling, you will have ensured zero waste AND created a huge amount of good will in your local community.

Here are some ideas:

- Add your floral displays to your Instagram (not got one yet? Get that sorted! Now is the perfect time)
- Send out a regular email newsletter. Let your customers know what they should be doing in the garden this week. Is it time to plant certain vegetables? Should they be moving seedlings outside?
- Create a YouTube channel. Upload short, friendly videos showing people how to plant and tend to specific fruits, vegetables and plants. How to prune, how to compost, how to deadhead

There is always something to do in the garden so make it fun and involved and help them keep their spirits up.

It's also a great way to introduce them to products. For example if now's a good time to sow courgette seeds, is that something you could sell and deliver to them? Could you make a quick YouTube video accompanying it to show them how to space them out. Same goes with plants, fruit trees, anything garden related that you can think of.

People often go onto garden websites and feel paralysed by choice. With hundreds, even thousands of options they don't always know where to start.

Give them a narrative: "Here's what we're planting in our garden this week" and they'll feel looked after and guided. As such they'll be much more likely to get stuck in (and you'll be the brand they'll want to buy from).

Teach flower arranging or horticultural skills to others

You don't have to be limited to selling physical products only.

Now would also be a great time to create an online course, something that you could continue to sell even after the current lockdown is over.

For example:

- Florists could teach flower arranging skills (you could even add bonus modules for different seasons / occasions / cultural events if you wanted to keep this ongoing)
- Garden centre experts could teach plant propagation, maintenance and more (once again you could add different bonus modules for different themes e.g. shade loving plants, evergreen and so on)

Tradespeople: plumbers, electricians, builders & more

Most traditional commercial and residential jobs are now not an option since the lockdown, there's no way around that.

However, not all construction and trade work is banned. There are jobs which will very much be classed as essential at this time.

With people spending more time at home than ever before, houses are under a lot more strain. Kitchens are being used much more than normal as are bathrooms and with kids stuck at home running around crashing into things accidents are more likely to happen.

All this means there will be increased demand for emergency plumbers, electricians, builders and other tradesfolk.

Let your customers know that you are available to work on emergency projects

Prior to the lockdown the focus of your business may have been on longer term projects, organised in advance (maybe you don't normally do emergency callouts).

If you are willing and able to start taking on emergency jobs send your customers an email letting them know.

Clients always prefer to use someone they know and trust to work on their house.

- They don't want to get stung by extortionate prices from emergency callout firms

- They want someone who's already familiar with your home and knows where everything is

Let them know what safety precautions you would be taking (for example hand sanitiser / gloves / mask / ask family to base themselves in a different room etc) to help put their minds at rest.

Become an online star - teach others how to do DIY jobs

You already know the online DIY market is ENORMOUS.

There are a lot of very talented tradesfolk making a living just from creating online courses and/or from posting useful YouTube content (where you can earn from advertising revenue).

If you think this is something you could do, consider setting up your own YouTube channel.

Try to target common problems / jobs that people might be searching for. You'll get a sense of what's popular by looking at existing DIY channels online.

See which individuals are getting the most views, likes and comments. It could be anything from fixing a broken flush to building a shed.

If you don't want to deal with people in comments threads that's fine too, you always have the option of switching comments off on videos.

As well as advertising revenues (if using YouTube) you can recommend your favourite tools for each individual job. For example you could put Amazon affiliate links in the description with a link to a specific saw you used for that job, or doweling jig, or whatever power tool you used in that specific lesson.

Teach your skills to others

As we've talked about previously you could also create online courses.

It could be anything from basic plumbing to advanced carpentry depending on your area of expertise.

Or you could keep it simple and teach people to become DIY gurus. Show them how to erect fence posts... mend leaky pipes... build raised flower beds.

Just consider the approach carefully as this is a competitive market space and you don't want to get lost in all the noise. Think about what makes your approach unique from others. Is it your style of teaching? Do you simply cover areas that others don't cover?

Travel companies & holiday rentals

These are perhaps some of the most difficult times for the travel industry.

There's no way to sugar coat it. With the lockdown in place you can't sell last minute flights, offer accommodation or run tours. However, that doesn't mean there's nothing you can do.

When we emerge from this lockdown things will eventually go back to normal. Flights will get up and running again, accommodation will ping back online and customers will be looking for tours once more.

It's important during this downtime that you keep your customers engaged.

One thing you can be sure of is that right now they are dreaming ahead to when they can escape and go on holiday with family, friends or loved ones once all this is over.

Keep your business, brand and personality at the forefront of their minds. Email them, hit them up on Social Media, get in touch any which way you can.

When the lockdown is lifted you want them booking from you right away. For some dates in the more distant future you may even be able to take bookings right now (although if you do offer this make sure you put all the necessary disclaimers in place).

What you can sell right now:

- **Future holiday packages / vouchers** - If you are able to keep flexibility on the dates for later in the year or next year this will help put people's minds at rest and you'll overcome their biggest obstacle (i.e. could my holiday get cancelled / will I lose my money? etc). Make it clear that you've got them covered. Alternatively you could simply sell vouchers. People REALLY want things to look forward right now so this could be a strong market

- **Travel books** - Get yourself an affiliate deal with Amazon, or the book retailer of your choice, and start emailing your readers a weekly email with your favourite travel book. Give them some escapism from the comfort of their armchairs

- **Learn a language** - Learning a language is the perfect thing to do while you're stuck at home. If you speak another language already you could offer one-on-

one online tutorials. If not, don't worry, there are literally thousands of websites, courses, apps and tools in this space. Get an affiliate deal going and start promoting it to your list

- Food from around the world – Food is one of the great draws for travellers and holiday makers. We live in a multicultural world where we can get international cuisines delivered straight to our doors

Now obviously there will be a fine balance when introducing some of the above ideas to your customer base. You need to set the right tone.

Rather than just spamming them with pizza offers or language classes, the idea is to craft a story. Give them great, free content with top editorial with the option of dipping into some great third party offerings if they want to.

So you could take them on a virtual tour of Italy next Thursday for example. Give them some information about a specific region. Really show your passion and knowledge. Provide them with links to free, virtual online tours of a gallery. Talk about the foods served there and introduce them to a link of someone who delivers beautiful Italian food locally so they can share in the experience from the comfort of their own living room... or introduce them to a language course so that they can learn to speak Italian like a local... or review some of your favourite books on the region.

Can you see the angle here? You are creating an experience for them. That is the number one goal. Use this experience to introduce them to elements (language, food artworks, reading material) that will make this experience even more tangible.

Keep your brand alive during the lockdown:

For some travel industries selling to your customer base just won't be an option. That doesn't mean there isn't anything you can do in the meantime.

Now is the perfect time to keep people's imaginations fired up. People are spending a lot of time in their own heads at the moment. They'll be googling destinations, thinking about past holidays and generally wanting a bit of a escapism.

Email them, write blog posts and share items on Social Media so that you stay at the forefronts of their minds.

Here are some simple blog post and eletter ideas:

- Travel bucket lists – Encourage them to think about holiday destinations and travel hotspots they've always dreamed of going to
- Things they can do at home during the lockdown – This could be anything from virtual art gallery tours to travel blogs to travel quizzes. There are THOUSANDS of travel related activities they can do online, from the comfort of their own home
- Review the best travel apps – This is another great way for them to get prepared and ready with the best apps while they have some downtime

Wrapping up

I hope you found this useful.

Some of these tips will apply to your business, others might not. There is no magic wand but one thing is for sure:

There are things you can do right now, even if it seems hopeless, that could make all the difference.

- You can develop your online presence
- You can explore new forms of revenue (which may continue long after the lockdown is lifted)
- You can increase your customer base
- You can engage with your existing customers in new ways
- You can drum up repeat business
- You can expand into markets you'd never even thought of previously

There will never be a better time to work on and explore some of these ideas so use this time wisely and think of how your business can adapt, survive and thrive over the coming months.

My hope is that the suggestions in this article may spark some inspiration and help you think of different ways to rise to the challenge during this lockdown.

Imagine coming out of this crisis not only with your business still intact but with new revenue streams that could transform your business fortunes in the years ahead.

I hope you enjoyed this report. Please feel free to share it with anyone who you think may find it useful

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