

A note to send from your business to your list/clients/community about these times within COVID-19 Pandemic

STEP #1: CHOOSE A SUBJECT LINE: (Choose one below)

A Note from {Insert Business Name}: How we're handling COVID-19
A Heartfelt Message about COVID-19
Coronavirus Tips: How to Stay {Insert Adjective} in the time of COVID-19
Keep Calm: How we're handling COVID-19
COVID-19 Reaction or Response
Separate but Together We Are With You
We're in this together
Creating your new normal
Where we go from here: COVID-19
Keep Moving Forward Even When Times Are Tough
Turning Crisis into Possibility
Rising to the Challenge

STEP #2 CUSTOMIZE MESSAGE TEMPLATE:

Hello \$FIRSTNAME\$,

These are certainly unprecedented times we're encountering with COVID-19. It makes it increasingly important that while we look after the safety and health of our families, we also continue to look after {INSERT NICHE-SPECIFIC ADJECTIVE} - it's no longer a luxury, but a necessity.

With new information about COVID-19 coming available at rapid rates, it can be challenging to keep it all going. I understand and my heart is with you.

In the midst of all this, I feel optimistic that we will come through this stronger and reconnected to the important things in life in even greater ways.

For now, I wanted to give you a different perspective.

While the natural tendency might be to panic or be consumed by fear. It's never been more important that you keep moving forward.... intentionally.

This too shall pass - eventually. In the meantime, everyone is finding their new rhythms with how to go about their days and lives within the current global situation. When it passes, we will emerge on the other side. If you don't pay attention now, you could come out the other side in dire straits and be worse off.

As {INSERT NICHE}, we are {INSERT STRENGTH ABOUT NICHE}.

As we navigate through this difficult time, I'd like you to think about three simple actions to take.

1. Stay Connected; Don't Isolate

I know that sounds weird now when we're in a time of social distancing and quarantine. Even while being apart, you can still stay connected. Being in a community of like-minded people will help you minimize the overwhelm from the negative posts running rampant on social media. They can be a beacon of hope and possibility so you can maintain your focus on what really matters in your life.

{INSERT A 2-3 SENTENCE DESCRIPTION ABOUT YOUR COMMUNITY AND HOW THEY CAN CONNECT WITH YOU & WHY YOUR FB GROUP IS AWESOME}

2. Seek Guidance from Mentors & Trusted Confidants

These are unprecedented times. Most likely, you've never gone through something like this before. You don't know what you don't know. But mentors, coaches, and other leaders in your life, like myself, can provide framework and guidance to help you navigate each step.

Did you know that in times of crisis, you will only feel about 65% certain about the decisions you'll make? That's just one of the reasons to lean into resources such as myself. When your self-doubt is increasing, I can support you to keep moving forward intentionally in ways that are right for you and those you love.

{INSERT 1-2 SENTENCE DESCRIPTION ABOUT HOW THEY CAN CONNECT WITH YOU IF THEY WISH - LINK TO A "BEAT THIS PANDEMIC DISCOVERY CALL," ETC}

3. Identify Challenges - and Solve Them

As this pandemic continues to unfold and we begin to emerge out the other side, there will be new challenges you encounter every day. Unprecedented times require innovative responses.

I'm talking about the new and innovating ways people and businesses are adapting to change.

Break each challenge you face down into smaller pieces and ask yourself “How can I creatively resolve this challenge? Just in asking “how” you spark your creativity and begin to see with a new perspective.

If there was ever a time when you need guidance and a community of like-minded people, this is it. I am here for you. I encourage you to stay really connected to your masterminds, coaches, and mentors. I’ll continue to share tips, resources, and other information that will support you as a {INSERT NICHE} on this unique, unusual and unprecedented path that we’ve all found ourselves on.

Let’s stay strong together!

{INSERT YOUR NAME}

P.S. I wanted to make sure you knew about {INSERT NAME OF YOUR CURRENT OFFER}. Many of my clients are finding this helpful during these times because {INSERT 1-2 REASONS WHY YOUR SERVICES ARE CRITICAL RIGHT NOW}.

P.P.S. My heart goes out to all those impacted by COVID-19. I wish everyone health and safety during this uncertain time. Please continue to follow the latest recommendations from your government officials and healthcare authorities.

Be safe everyone.

COMPLETED MESSAGE EXAMPLE
USING THE NICHE OF “BUSINESS OWNERS” AS AN EXAMPLE:

Hello John,

These are certainly unprecedented times we’re encountering with COVID-19. It makes it increasingly important that while we look after the safety and health of our families, we also also continue to look after your business - it’s no longer a luxury, but a necessity.

With new information about COVID-19 coming available at rapid rates, it can be challenging to keep it all going. I understand and my heart is with you.

In the midst of all this, I feel optimistic that we will come through this stronger and reconnected to the important things in life in even greater ways.

For now, I wanted to give you a different perspective.

While the natural tendency might be to panic or be consumed by fear. It's never been more important that you keep moving forward.... intentionally. This too shall pass - eventually. In the meantime, everyone is finding their new rhythms with how to go about their days and lives within the current global situation. When it passes, we will emerge on the other side. If you don't pay attention now, you could come out the other side in dire straits and be worse off.

As **business owners**, we are **resilient**.

As we navigate through this difficult time, I'd like you to think about three simple actions to take.

4. Stay Connected; Don't Isolate

I know that sounds weird now when we're in a time of social distancing and quarantine. Even while being apart, you can still stay connected. Being in a community of like-minded people will help you minimize the overwhelm from the negative posts running rampant on social media. They can be a beacon of hope and possibility so you can maintain your focus on what really matters in your life.

In our FB group I am sharing tips and resources, regularly. Other members are asking questions, while some are sharing celebrations - our members are finding it refreshing to hear and join together in celebrations among so much uncertainty and doubt. Together we are facing the situation of the world, and together we're moving through it intentionally. I believe you could provide a lot of value to this group and it could be a great support resource for you as well.

5. Seek Guidance from Mentors & Trusted Confidants

These are unprecedented times. Most likely, you've never gone through something like this before. You don't know what you don't know. But mentors, coaches, and other leaders in your life, like myself, can provide framework and guidance to help you navigate each step.

Did you know that in times of crisis, you will only feel about 65% certain about the decisions you'll make? That's just one of the reasons to lean into resources such as myself. When your self-doubt is increasing, I can support you to keep moving forward intentionally in ways that are right for you and those you love.

I'm here to support you to identify your options for this "new world" you're finding yourself in. If you'd like to set up a FREE "Beat-This-Pandemic" discovery call, I'd be honored to help you identify your next best steps and craft a plan to get there.

6. Identify Challenges - and Solve Them

As this pandemic continues to unfold and we begin to emerge out the other side, there will be new challenges you encounter every day. Unprecedented times require innovative responses.

I'm talking about the new and innovating ways people and businesses are adapting to change.

Break each challenge you face down into smaller pieces and ask yourself "How can I creatively resolve this challenge? Just in asking "how" you spark your creativity and begin to see with a new perspective.

If there was ever a time when you need guidance and a community of like-minded people, this is it. I am here for you. I encourage you to stay really connected to your masterminds, coaches, and mentors. I'll continue to share tips, resources, and other information that will support you as a business owner on this unique, unusual and unprecedented path that we've all found ourselves on.

Let's stay strong together!

Susie

P.S. I wanted to make sure you knew about my "Protect Your Business" Mastermind. Many of my clients are finding this helpful during these times because with so much doubt and uncertainty they're finding it difficult to see their options clearly, and they're having a difficult time organizing a plan for how they can keep their business growing during these times. In this mastermind, you will locate your clarity and confidence again and identify new ways, in this new world for how you can leverage opportunities in your business.

P.P.S. My heart goes out to all those impacted by COVID-19. I wish everyone health and safety during this uncertain time. Please continue to follow the latest recommendations from your government officials and healthcare authorities.

Be safe everyone.