

# what to do now

## 1. communicate status

Don't just curl into a ball.

Are you open? How can people order from you? WHAT can people order from you?

Are you on pause? Are you closed for good? Are you figuring that out?

Communicate exactly what's going on, even if it's uncertain.

**People can't help you - and you can't help them - if they don't know how!**

## 2. communicate brand

Show them who you are.

More people are online than ever before. Get in front of them, and into their brains.

Who are you, what do you do, why should they care? Instead of "here's my thing, buy it," think about what's in it for them - and how you want to make them feel.

This is also a really good time to build your PERSONAL brand - who is the person behind the brand, who they can relate to (and support)?

**Your business, and brand, is more than your product or service.**

## 3. build your following

They're what will get you through this.

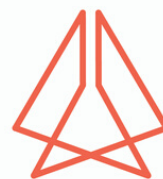
If you build it, they will not come. Make sure you're out there engaging with other pages and profiles so you're more findable.

Make sure that when these people go check out YOUR page/profile/website, there's something there for them to find - something that will make them want to follow you to see more.

Remember that the goal isn't to broadcast, or to present content for content's sake (or products, for that matter) - the goal is to build relationships. The posts you put out there are the beginning, not the end. Encourage conversations and do your part to keep them going.

You don't own your social media audience - so make sure you can communicate with them on your own terms (EMAIL!). Your emails don't have to be long or profound - just regularly recurring, and letting people know what's up.

**They like you - they really like you!**



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