



Strategies to Help Your Business in the Wake of Social Distancing

Business as we know it has changed. That doesn't mean we can't take this time to work ON our businesses. Here are some useful tips to assist you in getting through these very uncertain times. At the Chamber, we are practicing many of these ideas and hope they are of some help to you.

Professional Development – Learn more about your industry, growing a business and how to lead. You know that feeling you have when you come back from a really good professional training? Where you are motivated and can't wait to implement the new things you just learned. You can still get that feeling; there is so much information to glean from books, podcasts or seminars.

[16 Best Business Books in 2020](#)

[Top 15 Business Books for Entrepreneurs](#)

[20 of the Best Leadership Podcasts](#)

Implement Systems – Systems can be great for your business. They help you to respond faster, not have to duplicate processing over and over, batch tasks and can help you run more efficiently.

- Set up e-mail autoresponders
- Create checklists for repetitive tasks
- Organize your physical and digital files
- Update your customer databases
- Set up e-mail lists and clean up your contacts
- Clean out your inbox
- Set up online recurring payments

Tackle that project you've been avoiding. We all have projects that we have been procrastinating about that we mean to do. They may seem to be too much time, energy or they will be too disruptive to business. Well, now that you're out of excuses, it might be the perfect time to do it. Think of how good you'll feel when it's done. And it could be a nice distraction.

- Update your website
- Launch an e-commerce site
- Reorganize your office or store layout
- Upgrade computer systems

Review resources – Check out what resources may be available to you. We have taken the time to sift through a lot of information and provide you direct links to credible resources and have generated several topic-driven one-page resources for you. Visit [Daytona Regional Chamber – COVID-19 Resources](#)



Speak up - Communicate – Keep communications with your customers and supporters and other businesses. Let your customers know how they can support you during this time. Continue to post to your social media and send out e-newsletters. See what other people are doing, communicate and collaborate. Network and connect through phone, e-mail or online business groups and virtual meetups. Use telecommunication resources like

- [Zoom](#),
- [Goto Meetings](#)
- [GoogleHangouts](#)
- [Facetime](#)
- [Facebook Live](#)
- [Conference Calls](#)

Collaborate and Share Resources – Look for collaborations. Are there ways you can partner with other businesses and pool resources? Could you barter services during this time? Maybe you have a knack for accounting or a flair for design that another business may be lacking but they could provide you with marketing or technical support.

Are there other ways that you can provide value to your customers? Can you offer services or inventory in a different way? Could you offer online training or sales, virtual updates, delivery options, meetups or classes? Now is the time to step out and try something different. You've got nothing to lose and could potentially have a lot to gain.

Support Others – What will you have wished that you had done with this time looking back? Are there opportunities that you can support or offer your time to organizing? Everyone is going to be feeling the effects of this. Reach out to your local nonprofit or check-in with at-risk populations in your community if you have something to offer. At the very least use your platform to share what others are doing.

Breathe – Things are tough now, but nothing is permanent. Take a step back sometimes. It can be overwhelming and scary, so much uncertainty. Take some time away from the business. Connect with family and friends. Reconnect with nature. Meditate. Get some rest. Take care of yourself and your body. Know that you are doing everything you can and allow that somethings that are outside your control. Most importantly, know that you are not alone; everyone is feeling uncertain. No one knows what the future holds. Prepare as much as you can so that when it does bounce back; you'll be ready, stronger than ever.