

Small Business Survival **Cheatsheet**



for bloggers, entrepreneurs and
online business owners



welcome!

*Thank you for downloading the
small business survival
cheatsheet.*

*We hope you are inspired to take
some actions and continue to
grow your business - if it's the
right option for you.*

Any small business owner will tell you that running a small business is challenging. Whether it's managing the tech, the staff or the customers there always hurdles to leap.

When circumstances get tough, running a business becomes an even greater challenge. Throughout the years, many events have occurred that placed a squeeze on businesses:

The Great Depression
World War I and World War II
The Cold War
The 1990s recession
The 2008 housing market collapse
The 2020 coronavirus pandemic

We got through the tough times before,
we can do it again!

Kevin & Sarah

five-step roadmap



1

STEP ONE

Manage Your Mindset:

As negative thoughts arise, question them. Is what you're thinking really true? Avoid allowing the same thoughts keep stealing your mental energy.

2

STEP TWO

Clarify the Problem

What happened that you didn't anticipate?

3

STEP THREE

Focus on Your Customers

People will remember the actions you take. If you seek to serve your customers, even at the expense of profit, you'll build up a huge amount of goodwill.

4

STEP FOUR

Conduct a SWOT Analysis

Performing a SWOT analysis is hard work. It can take a day or so to complete. But this clear-headed analysis will help you overcome your weaknesses, capitalize on your strengths, and take advantage of unique opportunities.

5

STEP FIVE

Create Objectives and a Plan

Remember to create both objectives and a plan for how you'll meet those objectives

five-step roadmap



6

STEP SIX

Reduce Your Costs:

Cut costs too much and your business may have a hard time recovering. Cut costs too little and you won't free up enough cash to keep your business going

7

STEP SEVEN

Manage Your Cash Flow

Send out invoices in a timely fashion and follow up with customers who fall behind on payments. Pay your own bills on time and try to plan accordingly for purchases.

8

STEP EIGHT

Talk To An Accountant

Many business owners struggle to absorb all the financial details about their company. An accountant can crunch all the numbers for you and then provide you with relatively easy-to-digest reports.

9

STEP NINE

Use Low-Cost Marketing

Use low-cost marketing to simultaneously cut your budget and increase your efforts. Traditional advertising methods such as television, radio, etc tend to be pretty expensive. Other, less expensive techniques can be just as effective.

10

STEP TEN

Be Persistent, Be Creative, and Pivot

How can you pivot in your business, so you stay afloat and meet the demand of your clients?

three quick tips



tip number one

Blogging is a relatively low cost for of marketing. Don't worry about the tech (you can outsource this to us) just start sharing your thoughts. Join the blogging challenge and learn what to write and how to share it. It's free

tip number two

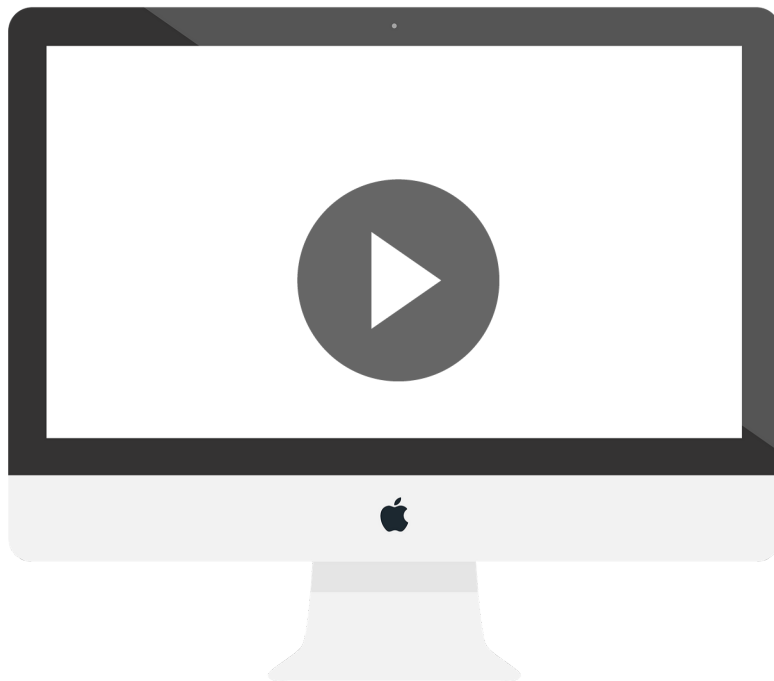
This too shall pass.
It might not feel like it, but it will. Keep going.
Hypnotherapy is a cost effective tool to help you with your mindset. You can listen to an audience in your own home and lift some of the pressure from your shoulders



tip number three

Ask for help.
As well as offering help, ask for it. You may find someone who will barter with you or trade skills. This can be rewarding for you both.





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