



Immunize Your Business Against Recession

+Strategies To Mitigate The Effects Of Coronavirus On
Your Business

What We'll Cover



Mindset



Additional FSS support services



What to do right NOW



What to do after the lockdown



An Empowered
Mindset Is CRITICAL

*The Entrepreneurial Game
Is 90% Mental & Emotional*

A climber in an orange jacket and blue pants stands triumphantly on a rocky peak, holding a climbing tool aloft. The background shows a vast, snow-covered mountain range under a clear blue sky. A small red horizontal bar is visible in the top left corner.

Your Goal

To come out the other side of this challenge stronger than ever

The Situation



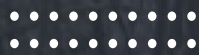
Underlying market
fundamentals are strong



U.S. supply lines are
intact



China: coming back
online



Winter Storm

- Everyone is hunkered down in their homes
- We don't know how long
- It won't be forever
- THIS TOO SHALL PASS

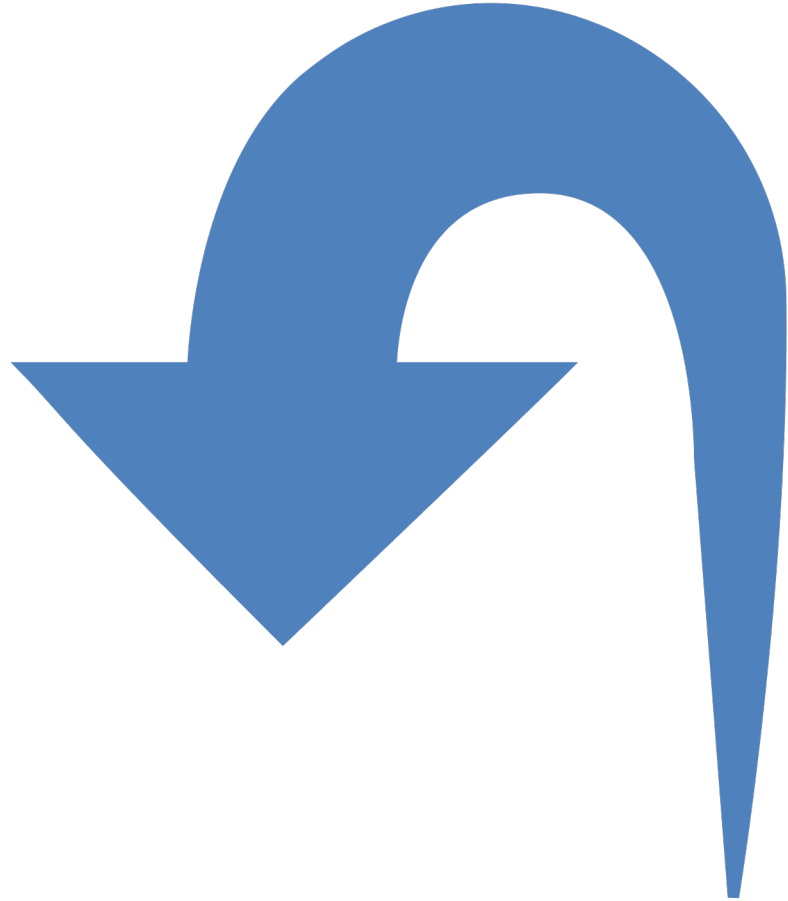


Additional FSS Support Services

- Weekly 30-min. check-in calls
- Private coaching day (March)
- Additional client messages
 - Coronavirus update messages for your clients.
 - Emails, FB posts
 - Core 3: We'll send out the additional emails for you
 - DFD: We'll post the FB posts FOR you
- Joint Ventures: Free access and live training



What To Do Right Now



Guard Your Mindset & Emotions



Entrepreneurial game is 90% mental and emotional



Take advantage of the free coaching day and the weekly check-in calls.



Listen to training in the FSS member area



Read good business books



Stay informed, but limit your intake of news media

Use Your Downtime



Work on rather than in your business



Plan your marketing



Put systems in place



Learn any software you've been meaning to




Listen to training that empowers you



Engage With Your Staff

- Reassure
- Leadership
- Positive—this will end

A large pile of US one hundred dollar bills is scattered across the page, appearing to fall from the top right. The bills are in various orientations, some overlapping, and are set against a dark grey background. The text is positioned on the left side of the page, with a red horizontal bar above it and a white horizontal line below it.

Consider SBA loans
or government
grants as they
become available

Beef Up Your Zero Resistance Selling Environment

- Store reorganization
- Install that testimonial brag wall
- Order a popcorn machine or convection oven for cookies and bread
- Beverage menu
- Man cave



Additional Sales Team Training





Stay Connected With Your Clients

- Provide them with Levity and distraction
- Let them know you're still here for them
- Acknowledge the coronavirus (opening messages)



Opening Message

We want you to know that we have seen and understand the growing concern in our community over the spread of coronavirus. We are here with you during this time and are honored to be able to provide you with a bit of levity and a break from all the COVID-19 news during this time. Please take a moment to relax and enjoy some fun, NON virus-related entertainment from us to you. 😊

A close-up photograph of a hand holding a blue dental handpiece, with the tip of the handpiece positioned over the palm of another hand. The background is a plain, light-colored surface.

OUR PROMISE TO THE
COMMUNITY

PHONE

We're Open!

SHOPPING FOR FLOORING IS ONE THING YOU CAN DO EVEN WHILE KEEPING A SAFE DISTANCE! CALL ONE OF OUR FRIENDLY FLOORING PROFESSIONALS TODAY!

OPEN

A neon sign featuring the word "OPEN" in a stylized, blocky font. The letters are made of glowing orange neon tubing. The word is enclosed within a blue neon outline that forms a horizontal, slightly curved shape, resembling a wide smile or a protective frame. The background is solid black, which makes the glowing neon colors stand out prominently.



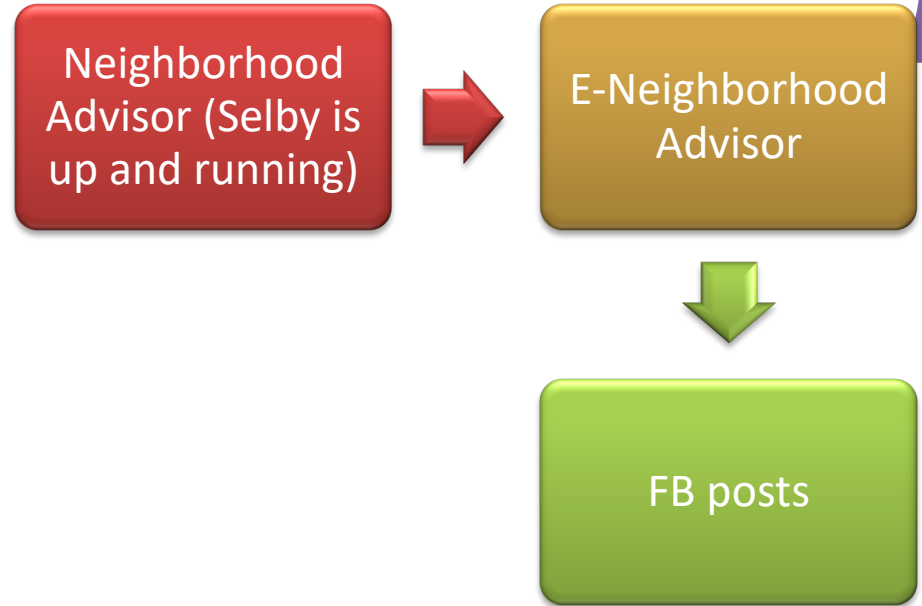
Why It's Important

Differentiation

Cementing client loyalty

You're doing a good thing
for your community

How To Stay In Touch



Coronavirus Updates

Send out the Coronavirus update message we created for you.



We're monitoring the situation



We're here to help craft those and even send them out for you during this time.



After The Lockdown

- Shout it from the rooftops that you're open for business.
- Neighborhood Advisor
- E-Neighborhood Advisor
- Facebook
- We'll create the messaging for you at that time.

Special Offer or Announcement

- Canned food drive
- Man cave
- Kid's play area
- Beverage bar & goodies
- Free Design Audit
- We'll help with the messaging

Joint Ventures System

- Oil Cans Vs. Oil Wells
 - Add Six or Seven figures to your revenue with no marketing costs
 - Recession-proofs your business
-





“My referral partners send me between \$500k and \$700k per year.”

-JEROME NOWOWIEJSKI
Brownwood Decorating, Brownwood,
TX



20 referral partners

\$500k-\$700k /revenue

Each partner is worth
\$25,000 - \$35,000



Paul Gardiner

Superior Floors, Littleton, NY

6 Referral Partners

\$150,000/revenue

Each Partner is worth
\$25,000


Free Access To Joint Ventures Module

Live training

Marketing campaign

Manual

Videos



Recap: Critical “Recession Buster” Strategies

Communicate with past clients

- Neighborhood Advisor
- E-Neighborhood Advisor
- Facebook

Design Audit

Referral Connections

Joint Ventures



Recap: Additional Free FSS Support Services

Weekly check-in calls



Private coaching day



Additional client communication
(NA, e-NA, FB)



Joint Ventures

