

COMMERCIAL CONTENT CREATORS

How To Survive Covid-19 Worksheet

Reflecting and Adjusting Mindset

What bad habits have slipped into your life?

What small changes can you make on a daily basis to get your life back on track?

What can you do to reinvigorate and reignite your passion for your craft?

Managing Finances

What are your current outgoings/expenses?

What unnecessary expenses can you cut?

What cash do you currently have?

What guaranteed income do you have coming in?

Based on this information, how long can you survive without any further income?

What are your financial goals and what income do you need to reach them?



Becoming Indispensable

What are your target client's biggest fears and doubts right now?

What do they want most of all for their businesses going forward?

How can you frame your service so it helps replace these doubts with confidence?

Do you have any existing or previous clients you can make offers and deliver value to straight away? List them.

What concrete outcomes could you provide them?

Future-Proofing Your Business

What value does your current product/service add?

How can you add more?

What could you do to up-skill?

What types of businesses do you think will come out of this situation on top?

How can you reframe your content to make it attractive/essential for these potential clients?

