



Presented by



Inexpensive Ways to Market Your Business While Physically Distancing



YULOFF
Creative
Marketing Solutions


Sharyn and Hank Yuloff
YuloffCreative.com

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“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”
- Charles Darwin

THE GOOD NEWS:
This is not a new thing for you or your business



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429
Of the original (1955)
Fortune 500
are no longer
in business.



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Questions! Hold on to them!



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Just a little about us....




James Malinchak - ABC's 'Secret Millionaire' and
Kevin Harrington - the Original Shark on 'Shark Tank'

The Small Business BREAKTHROUGH Bootcamp
Your Small Business... Made Bigger

YOUR SMALL BUSINESS... MADE BIGGER
The Small Business MARKETING PLAN

- An Easy Systemized Checklist for Your Success
- A B.Y. Sargend Marketing Plan... with Consulting!
- Free Copy Shipped to Your Home to Your Favorite Non-Profit!

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Agenda

What You Will Learn:

- How to Create Your Targeted Message
- 10 Inexpensive Ways to Market Your Business While Physically Distancing
- Your Next Steps
- How Yuloff Creative Will Help You Get Started... for Free

FreeMarketingConsultation.com

Free for You

Discover Ten Proven Ways You Can Now Afford to Get Your Business Back Online in a World of Uncertainty

YULOFF Creative Marketing Solutions

PPAI ONLINE Education

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Creating Your Targeted Message

Play the Long Game:

- Be concerned,
- But do not panic.

Your main ways of selling have changed

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You Need to Answer the 3rd Question, First

GOOD NEWS: This will change.

Now Offering Contactless Delivery

Contactless Delivery

TOYOTA

Like You Need For You!

Toyota's Response to the COVID-19 Crisis

Payment Relief

MAKE NO PAYMENT for 6 MONTHS

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How Do You Capture Your Customer's Attention?

Your Sign = Come In...
What mall signs teach you about capturing attention.



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Demographics Are Your Friend!

How will you sell a car to each of these women?



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What do your customers need from you? PSYCHOGRAPHICS

"People don't buy for LOGICAL reasons. They buy for EMOTIONAL reasons."



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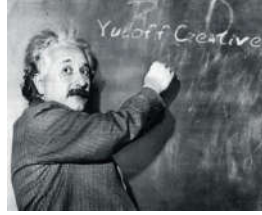
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4. Be seen as the expert you are

Help A Reporter Out .com

Your Bonus... Here is what 99.5% of your competitors are not doing:

Reading and answering questions daily



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Yuloff Creative AS SEEN ON section



Plus 200+ Other publications

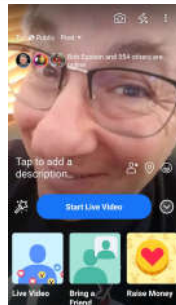


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5. Start Doing More Facebook Lives

More people are watching live videos right now than ever before. In fact, Facebook Live viewers have increased by up to 50% this year.



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7. Use Covid-19 Hashtags

BROAD

#COVID19us	#GetTested	#WereInThisTogether
#StayHome	#SixFeetApart	#WellGetThroughThis
#SaferAtHome	#TheNewNormal	#AllInThisTogether
#AloneTogether		

MORE SPECIFIC

#CovidWorkout	#ShelterInSedona	#QuarantineSchool
#DIYHaircut	#SedonaStrong	#QuarantineRecipes

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8. Are You Writing Covid-Friendly Captions?

YuloffCreative.com
 UPDATED 05/01/2020

COVID-19 RETURN TO WORK CHECKLIST

As many places are considering bringing employees back to work, we received this COVID-19 Return to Work Checklist - Checklist provided by Paychex.

UPDATED 04/18/2020 and 04/21/2020

OTHER COVID-19 BUSINESS FUNDING OPTIONS

With government funding options already out of money, at least for now, other organizations are stepping up to help.

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9b. Are You Asking for Video Testimonials?

Here is what our card looks like:



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HANK & SHARYN YULOFF
SEMINAR - BOOTCAMP - EVENT
IN DEPTH MARKETING PLANS
FANTASTIC PROMOTIONAL IDEAS
COMPLETELY INVESTED IN OUR SUCCESS
YOU SHOULD HIRE THEM, TOO - IT WAS A
TOTAL NO-BRAINER DECISION.
You'll Generate Immediate Results

Here is what your card can look like:
MY NAME IS: _____
MY WEB SITE IS: _____

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10. Become Part of the #SupportSmallBusiness Movement

#ShopLocal
#ShopLocal (your city - get specific)
#SmallBusiness

Buy a gift card to use later

Invest in local businesses

Order takeout or curbside delivery

Grab a new growler from brewerist

Tip service workers extra

Shop from their online stores

Add local goods to your grocery list

Share small business resources

HOW TO SUPPORT LOCAL BUSINESSES DURING COVID-19

#shoponline8t


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You just learned
10 Inexpensive Ways to Market Your Business While Social Distancing
(and build your sales during a stressful time).

A completed Marketing Plan is as mythical as our pet unicorn



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HERE ARE YOUR NEXT STEPS!
(getting your ducks in a row)



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10 THINGS THAT REQUIRE ZERO TALENT

1. Being Reliably on time.
2. Developing a Work Ethic.
3. Always Show Full-Court Effort.
4. Display Positive Body Language.
5. Energize the Room.
6. Have an Attitude of Gratitude.
7. Finding Your Passion.
8. Being Coachable.
9. Traveling the Extra Mile.
10. Being Prepared.

BONUS: Easily Offer Appreciation

The Small Business **MARKETING PLAN**.com

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What Are Your Next 5 Steps...

CREATE YOUR MARKETING BUDGET

GET HELP: CREATE YOUR TEAM OF ADVISORS - GO TO SEMINARS - GET COACHING

GET WAY MORE THAN PROFICIENT WITH YOUR BASIC TOOLS: - VIDEO - SALES FUNNELS - SOCIAL MEDIA

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What Are Your Next 5 Steps...
Create a 12 - 3 - 1 list of marketing goals

GET HELP!
Here's your free resource!



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Who had a breakthrough today?
Who learned something new?



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Want more?



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We're Here For You and Your Business.

Your Free Report and How To Social Media book

Discover Ten Proven Steps You Can Take Right Now to Get Your Business Found Online in a Covid-19 Environment



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The **MARKETING CHECKLIST** for SOCIAL MEDIA



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Hank and Sharyn Yuloff

Go to FreeMarketingConsultation.com
Get Your **FREE 30-Minute Get Focused Success Call** – We will not be selling you anything

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Thank You!

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