

STAY THE COURSE.

As we navigate through the current situation at hand, it is important to find ways to connect while still following all guidelines for public health safety. **Here are some tips to help you practice social distancing while still giving your clients a little something extra:**



1. Reach out and touch someone (not literally)

With many people under a “shelter in place” order, they are unable to leave their homes. However, you can still contact them via a phone call or text message. Go through your database and start with those you clients you know might need a little extra care; maybe they are elderly or perhaps they live far from family. Just letting them know you are here, can make all the difference. **Idea: Use Video Chat when possible so people can feel more connected.**



2. Drop-By not Pop-By*

It is important to follow the guidelines issued in regards to social distancing when serving your clients. Reach out to those who you are thinking of delivering something to and ask them if it would be ok if you did. Leave the gift on their porch or in mailbox. Follow up with a photo or a short video letting them know you were there. This is the one time you get a pass for the drop and run! **Ideas: Sanitizer, Decks of Cards, or Puzzle. You can even forward an inspirational Podcast via text!**



3. Signed, Sealed, Delivered

Personal notes have always been a cornerstone of staying connected and giving a little boost to someone’s day. Now, more than you ever, you have the ability to write notes can really change the outlook, heart and mindset of people you know and love. Give a message of hope, appreciation or just let them know you are thinking of them. **Ideas: Include your favorite inspiration quote or add a lottery ticket.**



4. Take Care of Your Team

In your business you have a team of preferred vendors. Connect with them and brainstorm how you can support each other and share information you have about staying positive and still operating during this challenging time. **Idea: Encourage your database to order food (take out) from a restaurant or café that you may have used at a client event.**

It is important to take even the smallest steps each day and continue to **provide value and be the trusted advisor your clients, friends and family have come to know.** Be the beacon and stay the course.