

The Great Online Migration

Read This NOW to Grow Your Online Business

From: The Desk of Nick Temple

Phoenix, Arizona

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Dear Friend,

The year 2020 is going to be remembered as, among other things, The Great Online Migration. The Internet is becoming the lifeblood of our society virtually overnight due to physical distancing.

In this report I'll give you specific, actionable items you can begin to work in your business, today.

My name is Nick Temple and I work with self-aware people who run conscious businesses in order to grow their online revenue while maintaining life balance.

Glad to meet you, virtually.

More people are doing more online - from ecommerce and purchases to remote learning than ever before.

Is your business prepared? Are **you** prepared?

Before I go farther talking about business, and the economy and how it is our responsibility to do what we can to ensure that our business not only

survives, but thrives - for the good of the world . We need to acknowledge a self-evident truth. The elephant in the room, if you will.

This is a terrible time for many people. They have become sick, lost their jobs or have been furloughed. Or have had a family member fall sick. This pain cannot be ignored.

But we can't let it rule us, either.

There is hope.

Those of us who have businesses that can thrive in this time of physical distancing have an obligation to double down, to make our businesses stronger.

Stepping up, being leaders as Evolved Entrepreneurs in the digital world is one thing we can do - it's what is demanded of us in order to help uplift humanity in this time of need.

Help ourselves so we have the resources, in turn, to help others.

A Time of Change

Schools are closed. Parents find ways to teach their children, and very probably better than our beleaguered school systems ever could. Much of that will contain a remote learning component.

How we use our houses will change, as people setup more permanent "at home" offices they need the tools and training to work in a very different way.

Having figured out how to have our staff work from home, office jobs will be less necessary - even when things “get back to normal”, I suspect fewer people will return to the office - at least, full-time.

Our health care system - which is failing us in this time of crisis - will get a much deserved overhaul. Or so I hope.

Professionals: accountants, bankers, lawyers, even doctors will continue to provide many of their services remotely.

We, as online entrepreneurs, can deliver many needed services: e-commerce, coaching, consulting, online courses and workshops, therapy and telemedicine and **much** more over the Internet.

These services are here to stay, remotely, even when things get back to “normal”. Are you ready?

Internet Adoption - Virtually Overnight

Regular people are doing more and more online - and they’ll continue to do so when this time of crisis is “all over”. The natural trend in this direction has accelerated.

Ecommerce is likely to grow as consumers eschew physical stores and crowded gathering places.²

One typical person, a Lowe’s employee - is hooked on e-commerce:

Michael Crowe of Charlotte, N.C., ordered groceries from Amazon for the first time a few days ago because he didn’t want to risk going to a supermarket, he said. “I could see myself doing it longer term when this is over,” said Mr. Crowe, 36, who works for the home improvement retailer Lowe’s.

As more people try online services: online shopping, working from home, home schooling, video calls, our entire worldview as a culture begins to shift. The world will never be like it was, before.

Where, do you think people will find these new products and services to try? One place is social media, where your business most likely already has a presence:

“[...] boost digital media consumption across the board as people spend more time at home and communicate in person less.

Social networks could be a major beneficiary, as people turn to these platforms to connect with friends and family who may be at a distance or to access news content.

This means:

- More people are spending more time on Social Media, consuming more content than ever before [a trend that has been accelerated]
- Social Media is THE advertising platform - Newspaper, Radio and TV ... all rolled into one
- You have more opportunity to get your message in front of people than anytime in history, ever.

Global media ad spending is likely to take a hit due to the coronavirus, according to newly revised eMarketer estimates [...]

This is already happening on Facebook for the time being, where in March 2020, I'm seeing media ad costs drop ~25% (anecdotal personal experience backed up by conversations with peers).

Bottom line: The U.S. - and much of the world - is shifting to doing even more online, and the businesses who are already there - or who can pivot quickly, are going to succeed.

For example ...

Restaurants are pivoting from “dine in” to order online, delivery and curbside service. And many of these *still* have very little online presence today. They need help in order to survive.

Demand for **buying cars online is up 6%** as measured by Roadster - a digital car sales platform. This is at a time during the first 19 days of March, when traditional car sales dropped by 13% to as much as 22%, according to J.D. Power.

Real estate agents are going into (empty - physical distancing, please) houses to create “virtual tours” to begin to bootstrap their online open houses.

In Italy, one of the hardest hit countries, **online sales have almost doubled** (up 90%) between february and march compared to the same period the previous year. Brazil had similar gains - up 45% overall, with 120% increase in health-related products during the first 15 days of March (compared to the same time the previous year).

No surprise.

More people are at home, more people are on social media consuming content, more people are buying stuff on the Internet.

And, as we've seen, this is going to lead to a long-term change in behavior as more people do more things online than ever before - and these changes won't end when the isolation ends.

With some creativity, virtually any business can move forward, online today. Though for some, it may be time to pivot ... I'll talk about that a little later.

Now, let's dive right in and look at the nitty gritty of what we can do in your business right now, not only to survive - but to thrive. First ...

Acknowledge the Situation

Assuming you are already doing some amount of business online, the first thing you need to do is to change your messaging in order to acknowledge the global situation and let your customers and clients know you are still in business.

This may sound a bit nitpicky, though I'm sure you've encountered it - a website that looks like it hasn't been updated in years, or a Facebook ad that is encouraging you to "grow your business **without** online marketing" - with a big picture of a crowd of people hugging each other. Really?

It makes me think, are these people even in business? And if so, are they at all connected with what's going on today?

Don't be that business.

If you're running marketing campaigns that don't acknowledge the current situation, or worse yet, are insensitive ... go ahead and pause them until you get the chance to re-work the campaign.

On your website, add a short note that you're in business and what steps you've taken to protect your customers and your employees. This goes a

long way to reassure people that you are both trustworthy and open for business.

Send out an email to your contacts letting them know you are, indeed, in business and recognize that there's a situation ... and that you're here to help.

Be Mindfully Frugal

Cut unnecessary costs. This is NOT about cutting essentials such as essential tools, advertising, marketing, R & D and ongoing training. Are there tools that you're paying for monthly but not using? Are there ways to reduce other expenditures? If it's frivolous, not useful, or only useful in person, it's a target for some cost cutting.

Be mindful of the types of services and products you're cutting ... you'll want to ask yourself if **your** services are essential to your clients. More on that later.

Get Financial Help (If you need it)

If you are financially affected, most states and federal governments have support for businesses in need during this crisis. Usually, you can apply online easily. One of the best places for a list of resources is your accountant, and I'll be posting resources online as well.

Look at Your Services and Message

Do you need to pivot?

Most people are going to be cutting unnecessary expenses. In order not to be one of the casualties, you need to ensure your business is essential.

Take a hard look at your offerings, ask yourself and poll your customers - are the products and services that you offer essential?

Objectively, they may not be - and I bet you'll have at least some offerings that don't make the cut right now right now. Brainstorm ways to re-invent and pivot.

Come up with products and services that ARE essential to your customers and clients, and focus on those. Your message, your systems and your processes may need to change.

Work with Your Remote Team

There are tons of resources online about how to work from home, yet very little on how to manage remote teams. Having been a manager for much of my career, and the majority of that remotely, here are a few tips:

Communicate effectively - when remote, it can be hard for people to get the message. For tasks, ensure that each communication is heard (through an acknowledgement), understood (through a restatement by the receiver), and accepted (by an actual agreement to do what is asked within a specified timeframe). Only when you as the manager are satisfied that the task is well understood can you be confident that it will be executed.

Effective communication means communicating at the correct level so that everyone is clear on what is going on and when deadlines will be met.

Don't "over-communicate", as that can cause unnecessary distractions and be a source of constant, unnecessary check-ins. Instead, foster a culture of trust and deep work rather than constant "is it done yet?" status updates. Silence in an effective organization can mean "I know what's going on, I'm working on it, and I'm good with the commitments made".

Ensure that people are crystal clear on your expectations and what their purpose is within your organization. This includes defining appropriate metrics so that both you and your team member know when they are doing a good job - and when they may be falling behind.

If you need people online at specific times, let them know that up front. Otherwise, allow your team to do their work on their own schedule.

Talk to your team and brainstorm with them ways that they can help bring in revenue. If a position can no longer justify the expense, it may be time to cut loose or find a position where the team member can be more effective.

Letting people go is heart wrenching, and sometimes it just has to happen - if you must cut for financial reasons, cut deep - but only once. Multiple rounds of layoffs can have a long term demoralizing effect on the team.

Create a culture of accountability and ditch the timecard. Working from home has many distractions, so hiring the right people and setting the right metrics is even more critical than when in the office. Be aware that with everyone at home, distractions will happen - and talk to your team members about reasonable expectations.

Have daily face-to-face team check-ins with the team (~20 minutes is generally about right, depending on team size) and weekly one-on-ones with your direct reports.

Focus on the key questions:

- What did you accomplish yesterday?
- What do you plan to work on today?
- Are you blocked on any task, is everything on schedule?

Zoom or Google Hangouts are great tools for this.

Longer status reports or discussions can be taken out of the meeting, and discussed with only the team members who need to be involved.

Setup a “virtual office”: Slack, for team collaboration where everyone can be “online”. Zoom or Google Hangouts for meetings. Use online project management / collaboration software for task management. And ensure that everyone knows how to use their tools!

Invest in continuing education: People used to working in an office with direct supervision can find the work-from-home situation full of distractions. Find personal productivity courses to ensure your team members have the tools to stay focussed. Continue to train yourself, and your team.

The Most Important Piece ...

Is continuing to build your business. Putting together the right customer experience and lead generation process is the lifeblood of your business.

This includes creating digital content and growing your audience while making sure you have the right offers going to the right people with appropriate follow-up every step of the way.

If you'd like to brainstorm some ideas on how to implement this stuff and make sure that all parts of your business are working as they should, I'm happy to help.

You can book a complimentary Zoom with me and we'll spend about 20 minutes talking about what you're doing and what you want to accomplish, and I'll give you the best help I can during the call.

The call is free but there is a catch - I work mostly with established, online businesses - and rarely startups.

If you'd like a sample of what I do, go to TempleClients.com and pick a time that works for you.

Thanks for reading and I hope this helps!
Remember, you've got this.

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P.S. As the world changes under our feet, I only have limited space to take on new clients. If you want to find out if we are a good fit to work together, go ahead and book a call now at TempleClients.com.

Sources

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