

Tips and Tricks

Ideas for repositioning your business in response to the COVID-19 Disaster

Understanding the context here is you need to change your business in order to survive the COVID-19 disaster, the main themes are: 1) Communicate with your customers, employees/business team members and suppliers; 2) Use technology to overcome COVID disaster imposed impediments; 3) Think outside the box. These are all very good resources, but you are encouraged to do your own research, learn from business experts and your competition.

Online Retail Market Places

- Check out: Amazon, Walmart, eBay, Etsy, Jet, Newegg, Rakuten, and Cratejoy. These online markets will help you sell your products. Copy/paste this Link for more information: <https://www.sellbrite.com/blog/best-ecommerce-marketplaces/>
- For a big, HUGE list of global market places and more information about online markets, copy/paste this link: <https://www.webretailer.com/b/online-marketplaces/>
- Shopify, for some reason does not seem to make it on any of these lists. Copy/paste this link to check out Shopify: <https://www.shopify.com/>
- Use Facebook business pages, and other Facebook resources such as “Facebook Groups” and “Facebook Blue Print”. Check out New Mexico Mainstreet webinar (57 minutes). Copy/paste this link: <https://www.youtube.com/watch?v=KKbTV0FENYU&feature=youtu.be>

Online Places that will sell your services

- For 60+ places to help sell your services copy/paste this link: <https://looka.com/blog/places-to-sell-services-online/>
- For a concise outline of important guidelines (November 2018) for selling online services copy/paste this link: <https://firstsiteguide.com/selling-services/>
- Facebook Business pages: see Facebook info link (New Mexico Mainstreet) above.

Other Articles on Pivoting/Repositioning your Business in Response to the COVID-19 Disaster

- Business Shift/Pivot Models. Link: <https://www.business.com/articles/pivoting-your-business-in-response-to-covid-19/>
- Proactive Business Recovery. Link: <https://kaufmanrossin.com/blog/get-proactive-to-plan-your-business-recovery-from-covid-19-crisis/>
- Examples of Specific Business COVID-19 Strategies. Link: <https://fabrikbrands.com/brand-positioning-and-brand-response-in-a-pandemic/>

Five Questions For Better Positioning of your Business

- Ask your team and yourself: What makes my organization uniquely valuable? Be honest. If you get many different answers or you have difficulty concisely articulating it, it's likely time to revisit your positioning.
- Identify the position that you believe your competition occupies in the market. Are they the largest? The most customer-focused? The thought leader? The cheapest? The most innovative? Their position will provide clarity in terms of where your organization is, or wishes to be.
- Should we conduct an internal SWOT analysis (in determining your strengths, weaknesses, opportunities and threats). If you haven't done so in a while, there's a good chance those have changed over time. They are definitely different right now.
- Ask your team and yourself: Is our organization structured for change? Are we trying to do too much? Do we find ourselves explaining, clarifying or justifying our product or service offering?
- Ask your clients: What is it that we do differently than our competitors (who are vying for your business)?