



THINGS TO DO FOR FREELANCERS, ENTREPRENEURS AND SMALL BUSINESS OWNERS DURING THESE TIMES OF UNCERTAINTY

BREATHE

These are indeed times of uncertainty, but stress can affect your immune system in a negative way. Try to find positive ways to reduce your stress each day. This may require turning off the news, praying, meditating, watching cartoons or dancing in your bedroom. Whatever the method that works best for you – take it. Yes, acknowledge the uncertainty but take time to take care of your body and mind.

COLLECT

Collect outstanding payments. This is a good time to investigate outstanding payments. However, do so with empathy as many persons are also facing uncertainty. Though you may be owed money, it doesn't mean that you should be heartless and go after every dollar while someone down. Help your customers/clients by creating realistic payment plans for them to pay off their outstanding bills.

CREDIT

If possible, try to secure a short-term overdraft or some form of credit with your financial institution. Though many governments have offered to help companies during this period, it may take a while before this can get implemented or be distributed to small businesses. Do note that not everyone will qualify to receive assistance. As such, secure some form of credit to bide you over. This money should not be spent on whimsical ego-driven purchases, but instead allocated to your payroll, utilities and, if needed, rent/mortgage to keep you in business [only if needed]. Try not to fall victim to high interest rates out of desperation but look at all your options before deciding.



CLIENTS/ CUSTOMERS/ SUPPLIERS

Try and remember that your clients, customers and suppliers are human too. They are panicking and pulling their hair out just like you are. Reach out to as many of them as possible to try and reduce uncertainty. Emails, newsletters, texts or calls... whatever the method of choice...use it. Show your clients [present and past] that you care about them. Try and offer calming words of support. This is not the time for you to go all sales crazy. It is, instead, a time for you to let them know that they are not alone.

BE ADAPTABLE -FLEXIBLE

Before this pandemic you may have done business in a certain manner, but your usual method may not be possible soon. Instead of focusing on the past, I need you to acclimate for the future. We are all provided with various talents and opportunities; try thinking out of the box in how you can use your existing resources to serve your current customers in new ways or reach new clients. By maintaining an open mind and preparing for new opportunities, you will be able to generate income in the future.

USE YOUR TIME WISELY

Stop complaining about being at home and not having anything to do. Entrepreneurs should never be bored. Yes, self-care and rest are important, but outside of your required 8 hours of sleep, what are you doing with the rest of your time? You now have time to audit and work on your website, branding, procedures, product development, research, training and even personal development.....the list is endless! There are so many resources and companies you can tap into while you are at home. Use your time to focus on activities and thoughts that will help you grow in the future. You have all the time in the world...use it wisely.



SUPPORT YOUR COMMUNITY

Whether online or in your physical community, find out how you can help each other. Reach out to organizations, neighbors, churches, etc. and find out how you can help. You may be able to buy groceries for high-risk individuals, or maybe you can volunteer to work remotely for various platforms. Physical separation does not mean that you must stay completely isolated; use your talents to help others as much as possible, and not just during these times of uncertainty.

STAY HEALTHY

Stay at home and take the necessary precautions. Exercise, eat and sleep. You are your most important asset, take care of you.

