

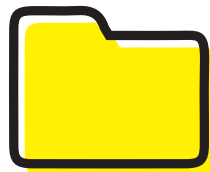
are you prepared?

BRAND

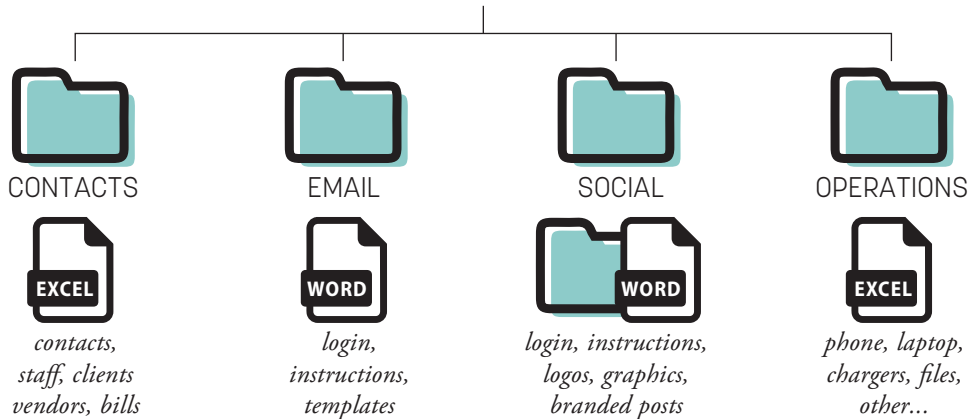
SURVIVAL KIT

What happens when the unexpected happens?

Personal or family medical emergency, accident, natural disaster, something happens to your home/studio/shop... This applies to all business types; online or brick and mortar shop, restaurant, organization and service... are you prepared? Keep your staff, clients and customers in the loop, so you can focus on what's important in the moment.



BRAND DASHBOARD



STEP 1: designate

Designate a business buddy who you trust to access things like your email and social accounts. This is especially important if you are self-employed, otherwise a biz partner, employee or manager is perfect.

- NAME:** _____
- Login and instructions to access other accounts like Canva...

STEP 2: setup

- Create a **Brand Dashboard** folder, stored on a google drive or another remote service to keep it up to-date.
- Share access to your 'buddy'
- Print a copy as backup (*re-print when updated*)

STEP 3: list

Create labeled spreadsheets of the following:

- Contacts
- Staff
- Clients
- Vendors
- Payments or bills on-going: *outgoing, owing, payroll...*
- Other: _____

STEP 4: email

- Info and Login to your email (*keep the password somewhere else, and safe*)
- Pre-written email template with signature
- Pre-written auto-reply template
- Instructions on how to setup your auto-reply

STEP 5: social

- Pre-designed branded social posts and/or
- Collection of some graphics and logos that can be used to create one
- Some generic message templates to choose from

STEP 6: operations

If you can't get to your work or access your tools (like a laptop) have someone else bring them to you. List of your go-to items and where they are located:

- Laptop, charger
LOCATION: _____
- Smart phone, charger, headphones
LOCATION: _____
- Planner
LOCATION: _____
- Notebook
LOCATION: _____
- Physical files and documents
LOCATION: _____
- External hard drive
LOCATION: _____
- Other:
LOCATION: _____



sample social post