

Welcome to the COVID-19 Conversation with C.J. Hayden & Kristine Carey

We'll be getting started in a few moments. Please read these tech tips.

- **NOTE:** If you hear an echo, plug in a headset or earbuds.
- Use the attendee control icons (at bottom left) to:
 - Mute/unmute yourself (mike icon)
 - Turn on/off your webcam (video camera icon)
- Click the chat icon to engage in chat. (Bottom center or under “Participants.”)
- If you can't hear and/or talk, just call +1 669-900-6833, meeting ID 303 982 552, participant ID # (just press the # key), password 021731.

Today's logistics – the technical part

- **IMPORTANT:** If you hear an echo at any point, the quickest way to get rid of it is to plug in a headset or earbuds.
- **Audio tips:** Online – use the mike icon on the attendee control bar (at bottom or top of your screen) to mute/unmute yourself. On phone – use *6 to mute/unmute yourself or your phone's mute button.
- **Video tips:** Please leave your video off unless you are speaking. Use camera icon at bottom left to turn on/off your webcam.
- **Change view:** Choose between “Speaker View” and “Gallery View” in upper right (desktop), upper left (iPad) or swipe thumbnails left/right (mobile)
- **To raise your hand:** Online: find attendee controls bar, at bottom or top of your screen. Click “Participants” (desktop) or “More” (mobile). Look for the words “Raise Hand” or a raised hand icon. On the phone: press *9.
- **Computer or app trouble?** Rejoin by phone: call +1 669-900-6833, meeting ID 303 982 552, participant ID # (just press the # key), password 021731.

Today's logistics – the process part

- Introductory remarks by C.J. & Kris
- Thoughts from C.J. & Kris on marketing & sales during the crisis
- Your questions and comments – please hold until we call for them
- Closing remarks & next steps
- Stay on mute with video off until we call on you
- Raise your hand when you wish to speak

Our mindset for today

- The COVID-19 crisis is real, unavoidable and worldwide.
- We don't know how long it will last, but it is *temporary*.
- Here in this space, we will be pragmatic and solution-focused.
- No fear-mongering or blaming allowed.
- But also, no happy talk. This is going to be hard.
- We are all in this together.

Keep all personal information confidential

- You are welcome to share with anyone your own personal experience of this conversation.
- You are **not** permitted to share any other people's name or identifying details without their explicit permission.
- We are recording today and the recording will be shared with others.
- If you say something you would prefer not appear in the recording, notify us and we'll edit it out.

Kris Carey: What sort of marketing is appropriate now? What's the right tone?

- To check your tone, say it out loud, as you would in a conversation. Make sure it sounds authentic, and like you.
- Before you write or speak, practice self-compassion. What would you want to hear?
- Talk with, not at. 'Nuf said.
- Acknowledge what is. Now's not the time to be too much of anything: too morbid, too happy, etc. Just be you, be real, and go from there.
- What appropriate marketing looks and feels like - and what it doesn't.
- Look at what the gurus are doing - then make your own decision.

C.J. Hayden: What approaches can I use for marketing & sales in this environment?

- Your website – Post your availability and any changes you've made to how you do business
- Social media – Update your profiles; step up your posting and engagement with others
- Email & messaging – Let everyone in your universe know if you're available and what you're seeking
- Phone – Pick it up and make calls; don't focus exclusively online
- Virtual gatherings – Host them or attend them
- Publishing content – Your world is online now; provide them with useful written, audio, video or graphic material
- Guest speaking – Virtual gatherings still need speakers

Kris Carey: How do I choose the best marketing approaches for my situation?

- What are your marketing Super Powers? Now's the time to use them.
- What are you hearing from your clients? If you read the tea leaves, they'll tell you what they want.
- Is there a marketing approach you've been interested to try? This could be a time to experiment, since you're already out of your comfort zone!
- What marketing approaches are you resonating the most with? Can you leverage those yourself?
- What would you do if you went with your gut? Now's the time to trust your heart over your head in a lot of ways.
- Remember you're human and so are your clients; act accordingly.

C.J. Hayden: What can I do if I need clients yesterday?

- Translate what's worked in the past into the current environment rather than launching new, unfamiliar approaches
- Focus on outreach strategies like direct contact and follow-up plus networking and referral-building; save visibility for later
- Leverage existing contacts and platforms – call and/or message all your contacts on every platform, including social media
- Don't hesitate to use the situation as a reason to reach out; be willing to ask for help
- Build or refresh your referral network by connecting with others who share your target market
- See what help your professional association(s) or your city/state might offer

Your questions and comments

- Stay on mute with video off until we call on you
- Raise your hand when you wish to speak
- Please use handraising for questions; feel free to use chat for comments

Next steps

Two more free sessions:

- Thursday, Apr 16 – Reinventing Your Business
- Thursday, Apr 23 – Staying Productive and Sane

10:00-11:00 am Pacific Daylight Time

1:00-2:00 pm Eastern Daylight Time

6:00-7:00 pm British Summer Time

Next steps

- Remember to tell C.J. if there's anything you'd like deleted from the recording.
- Watch your email to register for one or both of the upcoming sessions.
- Comments? Questions? Requests?
 - C.J. Hayden – contact@cjhayden.com
 - Kristine Carey – coach@kristinecarey.com

In closing

- This is a *temporary* situation even though the impact may be long-lasting.
- You are not alone in your questions, fears, and struggles.
- There are answers out there, although you may have to work to find them.
- Be gentle with yourself. This is a tough time.
- We are all in this together. If we continue to support each other, we can get through this.