

PR

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# THE COMMS CURE TO COVID-19

Crisis Communication Blueprint  
for Small Businesses

Part 3





# 3 COMMUNICATIONS FAQ'S DURING COVID-19

Find out the answers to the most commonly asked questions of business owners and/or solopreneurs during this turbulent time, in this third part of the Content Series “The Comms Cure to Covid-19”.

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## 1 CAN I KEEP SELLING OR PROMOTING MY PRODUCTS AND SERVICES AT THIS TIME?

Yes, you can! Your clients or a target group may still need what you offer, now more than ever. You just need to be more careful with what you say and with your tone. Try to test it with a few close contacts before posting it for a larger audience.



## 2 WHAT SHOULD I DO IF MY BUSINESS IS STRUGGLING NOW?

Don't just disappear, instead be honest about your situation. You can also provide other valuable and relevant information in the meantime. Continuing to communicate will help you stay in your clients' mind.



## 3 SHOULD I TAKE ADVANTAGE OF THIS CRISIS AND PROMOTE AGGRESSIVELY?

Trust your instinct on what is best for your brand. Figure out new angles of presenting, or creative offers, and don't do anything that makes you feel uneasy.

# WHO AM I TO TELL YOU THIS?



My name is Pauliina, with 2 “I”s as my blog name emphasizes.

I’ve been working as a journalist, copywriter, and communications consultant for small businesses for more than 15 years now.

During those years I've guided many small and medium businesses through successes and crises, and today I want to share my best tips and strategies with you.