

Business Pivot Worksheet

**PLAN YOUR COMEBACK AND LEVERAGE THE OPPORTUNITIES
THAT WILL COME AFTER COVID-19**



**MAKE A LIST OF YOUR "TOP" 10 CUSTOMERS BY HOW MUCH
MONEY THEY SPENT ON YOUR PRODUCTS AND SERVICES.**

**INCLUDE THEIR INDUSTRY (SUCH AS MEDICAL, LEGAL, STAY-
AT-HOME MOM, ETC.), WHAT PRODUCT/ SERVICE THEY
CONSUMED AND HOW THEY HEARD ABOUT YOU**



**REVIEW THE ABOVE LIST CAREFULLY AND LOOK FOR THE
NEED MET? PEOPLE HAVE PURCHASING TRIGGERS THAT
DRIVE THEM TO PURCHASE PRODUCTS OR SERVICES.
WHAT IS THE PAIN POINT THAT YOUR PRODUCT / SERVICE
SATISFIED? THINK DEEPLY. PEOPLE'S MOTIVATIONS ARE:**

- 1. AROUND MONEY (MAKING OR SAVING IT)**
- 2. HEALTH**
- 3. RELATIONSHIPS**



**LOOK AT YOUR NOTES FROM THE ABOVE 2 EXERCISES AND
PINPOINT THE FOLLOWING:**

MY BEST CLIENTS FOUND ME MOST VIA

MY BEST CLIENTS BOUGHT THIS PRODUCT MOST

THE NEED MY PRODUCTS AND SERVICES MET MOST WAS

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WHAT ARE THE "NEW" NEEDS OF MY BEST CUSTOMERS RIGHT NOW?



WHAT'S THE LAST STEP I TAKE TO DELIVER THAT PRODUCT / SERVICE TO MY CLIENT?

(FOR EXAMPLE, IF YOUR LAST STEP IS TEACHING AN IN-PERSON WORKSHOP OR CLASS)

**HOW CAN I OFFER THAT LAST STEP NOW BECAUSE OF COVID?
FOR EXAMPLE, VIRTUALLY, CURB SIDE DELIVERY, HOME DELIVERY**



WHAT'S THE NEXT TO THE LAST STEP BEFORE I DELIVER THAT PRODUCT / SERVICE TO MY CLIENT?

(FOR EXAMPLE, I PLACE AN AD IN PHYSICAL MEDIA ANNOUNCING MY WORKSHOP OR PRODUCT)

**HOW CAN I OFFER THAT STEP NOW BECAUSE OF COVID?
FOR EXAMPLE, VIRTUALLY, GOOGLE ADS, FLYERS IN FRONT DOORS, PERSONAL MAIL, EMAIL, LIVE VIA WHATSAPP**



WHAT PRODUCTS /SERVICES CANNOT BE ADAPTED TO THIS "NEW " MARKET - SHELVE THEM!

WHAT PRODUCTS ARE PEOPLE BUYING RIGHT NOW IN THIS "NEW" WORLD? CAN YOU CREATE OR RE-PACKAGE A PRODUCT NOW?

CONTACT THE LIST OF TOP 10 CLIENTS AND ASK THEM TO HELP YOU PIVOT; THEY KNOW YOU BEST AND THEY LIKE YOU. ASK THEIR ADVICE.