

RECESSION PROOFING YOUR BUSINESS CHECKLIST



We know that nothing in the economy is ever certain. But whether you're feeling the weight of stand-still sales now, or just want to be prepared for anything, use these tried and true strategies from our team at the Hub.

1. What is your next 4 month's cash flow projection?

Run this report in Quickbooks, or simply break down your next 4 months' revenues minus expenses, and remaining cash on hand. Get an honest look month by month at what is happening in your business based on the current trend.

Where does this leave your cash? Do you need a line of credit, or what can you do to move old inventory and get lean?

2. What is your daily break-even?

Based on this number, how much traffic do you need to send daily using the Boutique Traffic Formula ($\text{Sales}/\text{AOV} = \text{Transactions}$, $\text{Transactions}/\text{conversion rate} = \text{traffic}$) to reach this daily goal? Monitor daily traffic and it's a range with your traffic targets to reach the break-even number.

How many more emails can you send, live videos to run or what changes can you make in content to boost those targets? Maybe it's bumping that AOV. conversion rate? All targets lead back to one thing, your sales goal. So share these targets with your team for added focus!

3. What are your investments vs your expenses?

Some of the expenses on your Profit and Loss are investments more than they are expenses. Meaning, that they can provide an ROI. Take email marketing platforms, education, optimized apps, and payroll.

But some expenses become expenses when we don't make them lean. Like unused apps, untrained staff, expensive leases, or unnegotiated contracts. What can you eliminate at home or in business if even for a short time - like Hulu, Starbucks, private labeling, fancy tissue, consolidating shipping down to 3 days a week only, etc?

4. Create automations that build traffic & revenue while you're away.

Time is the most limited resource we have...even more than money. So stop trading dollars for hours, and start building automations that build traffic for you, even while you sleep. Welcome subscriber, first purchase, post purchase, get backs, abandoned carts, abandoned browse, segmented date based anniversaries.

Build automated marketing into your emails, texts, and Facebook Ads. Segment those lists, and make each customer feel important even if you're not there.

5. Back to School & Holiday Marketing

The two biggest retail seasons of the year, fall just after the Summer 3 months. What can you do now in a slow time to prepare and maximize the opportunity headed your way? Buying, collection and photo prep, ecom updates, event planning, or even VIP marketing.

6. Optimize your team before looking at the expense of payroll.

Your team is your greatest asset! When optimized, they can make more revenue for your company than you can alone. So when funds get tight, before cutting them, train them. What income-generating activity are they working on? How could they do more? Are they focused on the scorecards that matter and getting there, or just task completion?

8. Unsold Inventory Strategy

Sales are tight, and the inventory you've invested in keeps getting older. We get it! Try these avenues for keeping aged inventory moving. Restyle/reshoot/repost old inventory to make it look new, sell in The Boutique Hub Inventory Exchange, on Poshmark, on Facebook Marketplace, local Facebook groups, Shop The Best Boutiques group from The Boutique Hub, or several discount boutique groups on Facebook. You can also try swapping inventory with other stores or drop shipping for them.

Great clean-out sales to run: Deal or no deal, grab bag sale, Freaky Friday \$10 racks, or find local events to set up for clearance racks and lead generation for your brand!

9. Collaborate before you stagnate.

When sales are slow in an economic slowdown, it doesn't mean that your followers and community don't like you. It means they are pinching pennies. So how can you stay relevant? Use this time to be a light for them, motivate them, teach them something, make them laugh, collaborate with other accounts to meet new faces, and build the relationships now that will pay off later!

10. Mindset Shift


Desperation is obvious in marketing, so the more you panic and wallow in the fear that is alive and well (and justified), the more your window of opportunity closes. Take a step back or take a break if you need, to resift and strategize. The only thing you can choose at this moment is how you react. So make your plan a, b and c now, and look for the things you can control and focus on, so the things you can't, don't take over. You're never alone. Your community at The Boutique Hub will always be here, through every up and down, helping find new ideas, but also sending you that virtual support when you need it most.

YOU can do hard things.

You already have just by opening your business!

The only way to climb that staircase is one stair at a time, let's do this together!

Sincerely,

 & all of the team in your corner at The Boutique Hub