

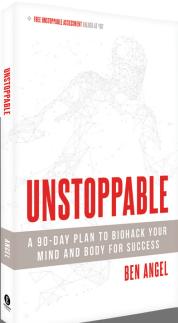


DESIGNED FOR  
INDIVIDUALS &  
BUSINESSES  
FACING TOUGH  
TIMES

ACCEPT | ADAPT | ACT

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# EMERGENCY ACTION PLAN



BY BEN ANGEL - AUTHOR OF THE  
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ENTREPRENEUR MAGAZINE CONTRIBUTOR

[WWW.AREYOUUNSTOPPABLE.COM](http://WWW.AREYOUUNSTOPPABLE.COM)

*Introduction*

# AN EMOTIONAL RESILIENCE GUIDE

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The proverbial pebble (or boulder more like) has been thrown into the pond we call Life, disturbing whatever peace you thought you had and creating chaos wherever you look.

But, what if you could control and focus on what is within your field of influence? I'm going to show you how to distinguish what is under your control, and what you should let go of, to regain your balance and drive to get you through any crisis, including this one.

This guide will help you address how you respond to the economic and emotional fallout from this current emergency and thwart off any depression, fear, and anxiety that may be paralyzing you from taking action when you need to the most.

I will guide you from uncertainty with an efficient and empowering plan to get through the tough times ahead. It's time to accept current events, adapt to them and take action as quickly as possible, so you can not only survive right now, but thrive well into the future.

*Ben Angel*

ACCEPT | ADAPT | ACT

# ROUTINE & STRUCTURE

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PERSONAL FINANCIAL  
HEALTH CHECK

JOB  
LOSSES

EMOTIONAL  
CONTROL

HEALTH - YOUR  
NO.1. PRIORITY

WHAT BUSINESSES NEED  
TO DO IMMEDIATELY

# Financial Health CHECK

*What are the immediate steps can you take to regain as much control over your financial situation as possible*

There are many psychological barriers at play when we confront our financial health, especially during times of stressful change. A vague plan can derail action, as well as emotional temptations, which may divert you from financial responsibility.

By educating yourself on how to close the gap between intention and action, you will be able to create an action plan that you can put into place whenever the winds of change brush by.

## **Ask yourself the following questions...**

1. What services are available for you in the event of an unexpected expense?
2. What steps do you need to take immediately to feel more in control of your finances?
3. What do you need in place for you to feel secure in your future? (i.e. learn new skills/career change/apply for another industry that offers more security/sell "essential" products/services)
4. What changes to your current financial situation would allow you to continue with necessary purchases? (i.e. rent/mortgage/business expenses)
5. Who can you reach out to for financial support?
6. Are there other ways you can create a nest egg or buffer for the future? You must have goals that look beyond current events or you will become overwhelmed.
7. How can you maintain your current level of income?  
(Think creatively/read/listen to podcasts/look at how others are adapting)
8. Are there government programs that you can benefit from?

## **Answer these here**

1.

2.

3.

4.

5.

6.

7.

8.

# Financial Health CHECK

## Knowing your financial situation

Having a clear picture laid out before you and knowing exactly where you are right now will help to give you a sense of control.

Use this checklist to take stock of what you have, uncover areas of your life where you can minimize expenses and make a plan to stay on top of ongoing costs. I'm not going to pretend that this exercise will be easy for everybody. It won't, but it's necessary so you know how quickly you need to act.

**Contact the following to discuss deferred payment or repayment options available. Companies are being more understanding than ever.**

- Bank/Mortgage Company \_\_\_\_\_
- Landlord/ Rental Company \_\_\_\_\_
- Electricity/Gas Provider \_\_\_\_\_
- Other Utilities Company \_\_\_\_\_
- Telecommunication Company \_\_\_\_\_
- Rates/Government Provisions \_\_\_\_\_
- Registration/Vehicle Costs \_\_\_\_\_
- Insurance \_\_\_\_\_

## Take stock of the following

Total Cash On Hand: \$\_\_\_\_\_

Total Savings \$\_\_\_\_\_

Total Credit/Overdraft Limits \$\_\_\_\_\_

Funds Set Aside for Current Bills \$\_\_\_\_\_

**TOTAL AVAILABLE** \$\_\_\_\_\_

## How long will this sustain you for in the event of a worse case scenario?

**Look at all your other subscription services and honestly evaluate your needs. Can you live without it? If so, cancel it, if no, contact the company to find a more affordable option.**

- Netflix/Streaming Services \_\_\_\_\_
- Magazines/Newsletters \_\_\_\_\_
- Memberships \_\_\_\_\_
- Apps \_\_\_\_\_
- Other \_\_\_\_\_

It would be remiss not to address the elephant in the room. Losing your livelihood, and often sole income can send you mentally and emotionally into a tailspin, but only if you don't have a plan.

By acting immediately, you can regain that sense of control, which can spur much creativity during a stressful time. This is a time not only to take action but also to be kind to yourself.

Beating yourself up because you're in this situation will only cause a vicious cycle of derailment and keep you from thinking clearly & with purpose.

### **Job in jeopardy? Here are steps you can take immediately:**

Even in the depth of major financial crisis, there are specific industries that will flourish. Microsoft, Disney, Burger King and even the latest incarnation of Apple all began during an economic recession, and in this current situation, there are several industries in desperate need of new staff to help mitigate the demand on specific resources. Supermarkets, food delivery services, certain manufacturers and even call centers and public service sectors are all in need of thousands of workers right now in many countries around the world.

Now is not the time to let your ego get in the way of making money ethically. We're all in the same boat and have to make tough decisions.

Remember that while the situation we're in will be the 'new norm' for some time, it is not forever, and these times will pass.



**If you've recently lost your job or it's currently in jeopardy, here are some simple steps you can take immediately:**

Remember, this is no time to panic or act irrationally out of fear. If you have actually lost your job, emotions will be running on overdrive right now and you need to process these emotions as well as address your situation.

Allow yourself time to properly deal with your emotions using the emotional resilience training we cover in this action plan, and allow yourself time to grieve. But once the pity party is over, it's time to step up and take these actions.

1. Reach out to friends and family. Not only will you need their emotional support in this time, but some may be in position to help or have contacts in an industry struggling to cope with demand.
2. Identify industries that are hiring right now and be proactive in approaching companies you can identify as having opportunities, even if they aren't advertising. Set a goal for how many resumes you will send/calls you will make daily and stick to it.
3. Contact creditors, banks and loan providers to let them know of your situation. Don't bury your head in the sand on these matters and the sooner you can make arrangements the sooner you will feel you can make it through.
4. Apply for unemployment assistance if needed. Remember, this situation will pass and you may not require this for long, but it can help alleviate pressure as you navigate the coming weeks.

# Job LOSSES

## Answer these here

1. Which friends/family do you need to contact?
2. Which industries have current opportunities?
3. Who do I need to notify about my situation?
4. What do I need to apply for assistance?



# Emotional CONTROL

*Successful people are able to put every experience in to proper perspective, you can too.*

We have all felt moments of weakness in times of stress like making unnecessary impulsive purchases, or ruining a diet by emotionally binge eating.

Our self-control is weaker when we are under pressure and by not acknowledging the current condition we only create more fear of the unknown.

Traumatic events can cause impulse actions like shopping, eating or binge watching TV to help ease depression or make one restore a sense of normalcy of self. So before you start buying random things you may not need or sitting down to devour a tub of ice cream, journal about the situation & ask yourself how this action will assist you in long-term emotional or physical care. Know in these times how important it is to weigh out needs versus wants.

Consistent behavior occurs when you have set goals and you intentionally create a vision for what you need to do. An example would be setting up your accounts so you have to call your bank to authorize a charge, which gives you time to consider the impact. Setting up automatic and future payments take the edge off of anxiety or fears that can sabotage your best intentions.

Looking at the facts and outlining your plan can assist in easing the anxiety you may be feeling. The following questions will help in regaining some sense of control and reasoning over your situation so you can take action without the fog of fear and emotion standing in your way.

- 1** What challenging life events have you experienced in your past and what did you do to overcome them? Remind yourself of what you're capable of.
- 2** What immediate steps can you take today to lessen the impact?
- 3** If your favorite mentor was walking in your shoes, what would they do? i.e. Oprah, Richard Branson, Bill Gates, Elon Musk?
- 4** How quickly would they take action and how would they plan their day?
- 5** Imagine what life is like for you in 12 months time, after all of this is over. What did you do to rise to the moment and take charge?
- 6** Create a playlist of your favorite songs. Pick a particular genre that makes you feel happy, confident and in control. Music is a great psychological pattern disrupter. And, whatever you do, stay safe and limit your exposure to the news. There's a difference between being informed and inundated.
- 7** Are you struggling? Please, do not sit alone in silence. Each country has "Suicide Prevention Hotlines." Make use of these services. A quick Google search will locate one in your country. Search "Suicide Hotline" to find one. Your life has meaning. We are all in this together.

# Emotional CONTROL

*Successful people are able to put every experience in to perspective so they can rise to the challenge. That doesn't mean they don't struggle from time to time. It's okay to feel what you feel. Use it to propel you forward. It's time to fight!*



CARE FOR  
YOURSELF

# HEALTH, EXERCISE & THE IMMUNE SYSTEM

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One of the significant factors that successful people maintain is their ability to handle what life sends their way. They act with purpose.

They know that stress sets off a systemic reaction within the body for fight or flight mode which can derail the best of minds. By implementing daily practices toward your whole mind and body, you will be creating an unstoppable force that can face any adversity.

**Below are key steps you can take to empower your day and life.**

- Anti-stress supplements like Ashwagandha, Magnesium, L-Tyrosine, L-Theanine, B Complex Vitamins, Vitamin D3 can all assist your emotional & mental health
- Home exercise - Check out YouTube videos or many free fitness apps
- Walks in nature, while maintaining social distancing
- Intermittent fasting (watch video 1 for details)
- Foster an animal in need
- Rekindle letter writing, art, music, or any other activity that acts like active meditation to get 'out of your head' for a while
- Meditation & Visualization - imagine your best case scenario to prepare your mind and body to feel like we've already moved through this period of time successfully.

ACCEPT | ADAPT | ACT

# YOUR BUSINESS

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| DON'T BE TONE  
DEAF

| IT'S TIME TO  
PIVOT

| COMMUNICATION &  
MARKETING

| FINANCIAL HEALTH  
CHECK

# IT'S TIME TO PIVOT



Now, more than ever, businesses have to have flexibility with a strong sense of self. By creating a dynamic business plan with intimate knowledge of their specific target markets helps them communicate what their consumers need. By building collaboration within their business with their core people, and designing a clear and precise system to navigate sales or services, you are able to strategically, calmly and logically work through tough times.

Great innovation comes from times of hardship as we're forced to think creatively as we weather the storm. This may mean you will need to pivot your business, for some it may be a small tweak, others it may be a complete 180 degree shift. Whichever the case is for you, act fast and with purpose. Keep your eye on others within your niche and your mentors to see how they're adapting if you need inspiration, then brainstorm how you can reinvent yourself and pivot your business so you're in the best position to serve your community and remain relevant.

## **Marketing & Communication has changed and your message needs to as well**

This isn't the time to put the brakes on communication, or marketing since business is the life-blood of the economy. Everyone is feeling the fear and stress so don't shy away from the elephant in the room as you speak to your audience. Create what online marketing expert, Amy Porterfield calls "Crisis Messaging" by choosing 3 key phrases, themes or messages that you can use to speak to your followers and their unique fears. Such as, "you didn't come this far just to give up, we're here to support you."

**This is your time to step up for your community.**

# Don't Be TONE DEAF

As a business we need to ask ourselves, "how can I still show up for my customers while keeping my business running".

List out all the products & services you have currently & then work through the following questions. (Consider what you've sold in the past & what you could sell to adapt).

- 1 Which of these can help your audience right now?
- 2 Can any of these be refreshed, updated or upgraded with something new to become more relevant to the current market? i.e. home delivery.
- 3 Do you have an old offer that can be used as a base to create something new & timely? Think creatively here.
- 4 What can you offer as free value based content to support your audience & potential customers?
- 5 How can you reposition your brand/business & its message around this new or upgraded offer to be relevant to your audience today?
- 6 What do your customers need right now? Ask them. They will give you ideas you could never think of.

# It's time to PIVOT

*This isn't the time to bury your head in the sand & ignore the situation and it's definitely not the time to be silent*

# A NEW WAY OF SPEAKING

Right now, business is on the cusp of a new age of communication. It's not the time to bury your head in the sand & ignoring the facts, continuing on with blinders trying to believe it's 'business as usual' and it's certainly not the time to stay silent.

Now more than ever, your customer & followers need to hear from you.

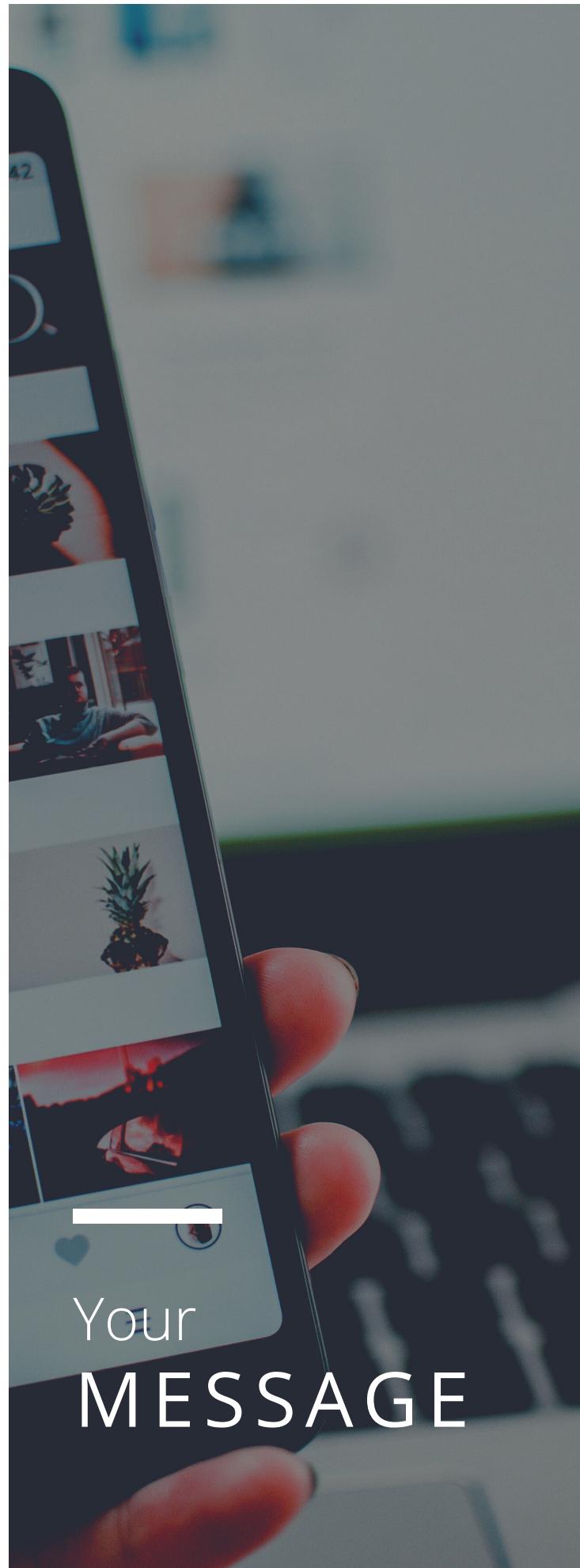
Fear & uncertainty are rampant in the world and our customers need to know that you're still there for them during this time.

The situation that's been thrust upon us means we have an opportunity to connect with our audience in truly open, raw & honest ways, building real connections as we share in weathering this storm together knowing we'll continue these connections on the other side.

This applies, not only to your regular content & communication but also throughout your marketing messages during this time. Yes, I said marketing!

The world needs businesses to keep going & by being there for your customers, to still offer them your good & services we are what will keep the economy afloat in these times.

We just need to speak to our new & existing customers in a fresh new way.



# Your MESSAGE

**Let's create an updated message for your business in this new world we live in.**

Speaking to your audience with your regular message, may come across as insensitive & tone deaf to the situation. We need to adapt to 'Crisis Messaging'.

This certainly doesn't mean you have to be all doom & gloom though. In times like this, we need to communicate with our audience honestly & empathetically, while remaining a voice of calm amongst the storm.

If you're a business that has already defined core values, then you're one step ahead. Pick your top 2 or 3 values that you feel your audience can connect with right now.

If you're a newer business, or haven't yet defined them, pick 3 core values for your business that speak to who you want to be for your customers and your staff.

Now, brainstorm a list of key messages, themes, buzz words that align both with your core values and the situation your customers are facing right now. Don't think in terms of your products at this time, just the message your customers need to hear. Get down as many ideas as you can, even get your team involved for their ideas too, they'll have ones you might not have imagined.

Once you're done, take the list & pick the top 5-6 that really hit home. These, along with your core values, become the base for everything you share moving forward. Include these in all your email communications, your social media posts, your marketing copy whether that be direct ads or soft offers made as part of the content you're sharing.

## Answer these here

Your company's core values are...

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

What message does your audience need to hear right now and how can you weave this into your offers? (i.e. a percentage of profits could go to a charity)

1.

2.

3.

4.

5.

# Financial Health CHECK

As a business owner, the current situation can feel completely out of control. The truth is that there are things you can do to reclaim it. It's not going to be easy, but it will be necessary as we look to the future.

Now is the time to take stock of your business from head to toe, assess every asset you have and make informed decisions, based on facts not fear, as to how you can maximize on these given the current situation or if they need to be removed from the business altogether.

## Some further actions that can see your business weather the storm

- Assess & capitalize on your social media properties. Don't just look at total number of followers, deep dive to uncover exactly what content & which platform are getting you the most engagement and/or sales right now. Look at comments & shares over just likes & remember to consider DM's in your evaluation. Once you know, double down your focus on these opportunities.
- Do you offer a subscription model business or have regular recurring customers who are due to re-purchase? Create a special offer for them to help keep those sales coming in or reach out to let them know which steps you're taking to protect & support them to alleviate their fears & increase your retention

*What immediate steps can you take to regain as much control over your financial situation as possible*

- Assess all of your fixed overheads and ongoing costs. Which of these are essential to run your business ie email clients, order processing, logistics & which are just nice extras but wouldn't stop the business running. Cancel what you can, research & explore alternatives that can do the same for less, or, if you can can pre pay upfront for a year & get a discount. Now is the time to be honest with yourself & your business, clean up the excess & think more creatively.
- Are you in a position to consider a capital loan as a buffer to ride out the storm, don't look past companies like online payment processors PayPal and Stripe that offer loans based on your previous sales volume and can often be approved within a matter of hours. (Note, be sure you have a clear and precise business and marketing plan in place to ensure you're still generating income or worse case, stopping the bleeding before considering this option and ensure you've consulted a financial expert if in doubt.)
- Many governments are proactively looking to help small businesses to keep their doors open with many stimulus packages on offer. Check out your local federal government's website for details to see if you're eligible

# Financial Health CHECK

## Knowing your financial situation

Having a clear picture laid out before you and knowing exactly where you are right now, makes planning for the future much easier.

But remember taking stock of your business is not limited to just how much you have in your bank account. If you've been building your business for a while you'll have many other assets that can be just as valuable now than ever before.

Use these checklists to take stock of what you have, uncover areas of your life where you can minimize expenses and help in planning how to stay on top of ongoing costs.

## Take stock of the following

Total Email Subscribers: # \_\_\_\_\_

Number of customers # \_\_\_\_\_

Current recurring customers # \_\_\_\_\_  
(conservatively allow for some drop off here)

Total online social following # \_\_\_\_\_

Platform with the most engagement:  
\_\_\_\_\_

## Take stock of the following

Total Cash On Hand: \$ \_\_\_\_\_

Total Savings \$ \_\_\_\_\_

Total Credit/Overdraft Limits \$ \_\_\_\_\_

Funds Set Aside for Current Bills \$ \_\_\_\_\_

Total Stock Inventory Value \$ \_\_\_\_\_

Projected Recurring Income \$ \_\_\_\_\_

Total Debtors Owing \$ \_\_\_\_\_

**TOTAL ASSETS** \$ \_\_\_\_\_

**Look at all your monthly memberships & subscription services & honestly evaluate your needs. Is it critical to running your business? Can you cancel it or find a cheaper solution?**

\_\_\_\_\_ (Cancel/Reduce)

\_\_\_\_\_ (Cancel/Reduce)

\_\_\_\_\_ (Cancel/Reduce)

\_\_\_\_\_ (Cancel/Reduce)

\_\_\_\_\_ (Cancel/Reduce)

\_\_\_\_\_ (Cancel/Reduce)

ACCEPT | ADAPT | ACT

# TAKE ACTION

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It's time to  
ACT

*Next steps*

## WHAT'S YOUR ACTION PLAN

At this stage, you have pages of ideas detailing ways you can plan, support and move yourself forward into the days ahead and likely you've had a number of further ideas as you've been reading.

Now, is the time to take action and start to put together your own personal action plan for yourself, and if required, your business.

On the following pages we've left some space for you to map out your marching orders and brainstorm your new directions and creative ideas to rise above the chaos around you and become Unstoppable.

Remember to approach these actions with an informed, clear and creative mind and not from a place of fear, panic or overwhelm.

If you are feeling stressed, be sure to use my FREE guided visualization available from [www.areyouunstoppable.com/rise-above-resources](http://www.areyouunstoppable.com/rise-above-resources) as well as other tools to make your transition through these times easier and more productive.

Now, more than ever it's important to remember,

Together, we are Unstoppable

*Ben Angel*

*Next steps*

# MY NEXT STEPS

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List out the top immediate actions that you need to take to prepare yourself for the new world that has been laid out for us.

**Be Clear | Be Informed | Be Focused | Be Unstoppable**

My first step is...

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Step 2:

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Step 3:

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Step 4:

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Step 5:

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Step 6:

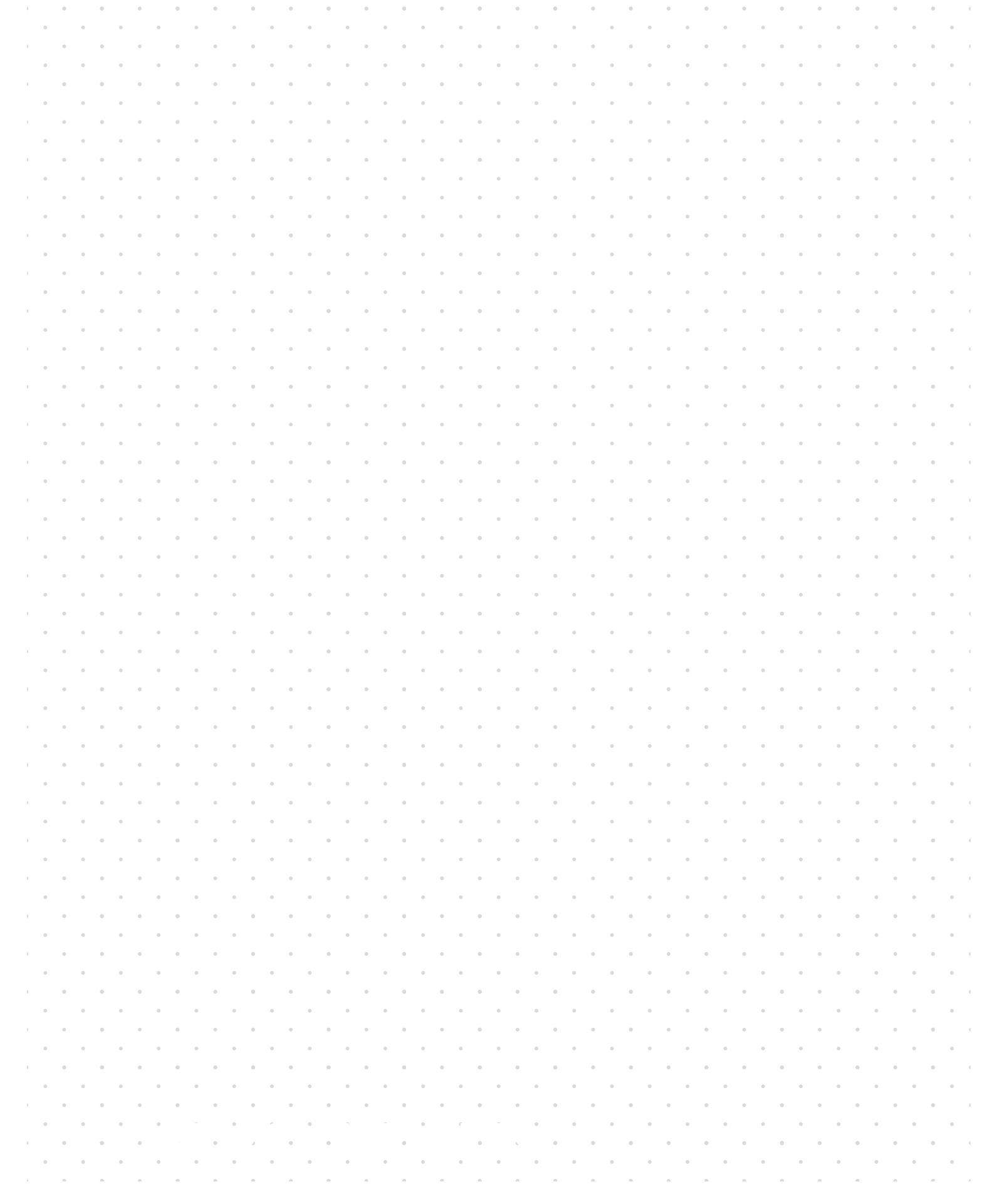
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Step 7:

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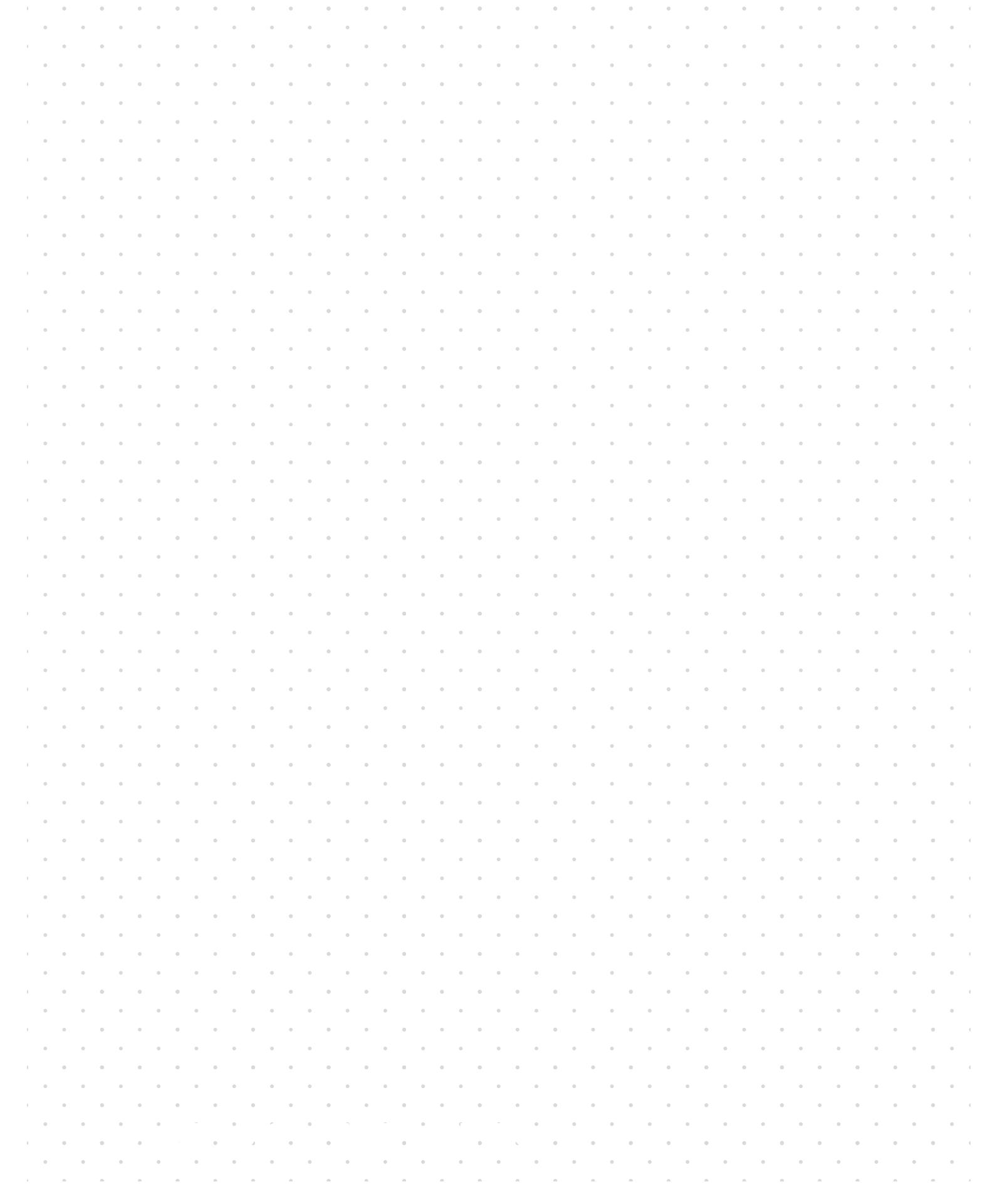
# BRAINSTORM

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# BRAINSTORM

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