

CORONAVIRUS PLAYBOOK

97 *Display*

What we know: the world is experiencing unprecedented circumstances, many of which are outside of our control.

But what we can control is how we respond to the situation. 97 Display is here to help you react well & set yourself up for success for the rest of the year.

If any of the below points sound difficult or confusing, email support@97display.com! We are eager to assist you in any way at all.

Members Only Section: 97 Display's members only section is the perfect tool to keep traffic directed to your website, and your members informed!

This feature can hold videos as well as text, so you are able to post training videos and written out tutorials so that the parents at home with their kids can ensure they're getting their energy out in productive ways.

Facebook Groups: Do you have a Facebook group for your students?

If not, let's go ahead and set one up and start using it to do live streams of your classes! We are here to help you set up a group for your students.

If yes, *what are you waiting for?* Go ahead and get in there to stay in touch with your students and their parents. It's an easy way to stay in touch and keep your students engaged.

Zoom: Speaking of livestreams, have you used Zoom? Right now they are offering their services for **FREE** in an effort to help businesses stay in touch with each other!!

This is a great tool for live streaming & recording videos to include in your members only section! Here's a link to sign up:

<https://zoom.us/signup>

Our support team is educated in Zoom and able to walk you through setting this up so you can use it with your students!

Long-term Nurture: I get that it might be harder to get new clients through the door while we are all on quarantine alert. The best way to keep your business relevant and at the top of your prospects' minds is to stay in their inbox! This way, you can pick right up where you left off after things have calmed down and you're ready to bring new students into your school.

Mental Reframe: One of the most important tools you have is something you already possess: your ability to innovate and adapt!!! The martial arts community is so agile and great at navigating these kinds of situations. Using the COVID-19 to your advantage is yours for the taking. Here are a few ways all of this works in your favor:

Opportunity to learn new things

Opportunity to build an online community

Opportunity to boost your online presence

Opportunity to provide value to the parents of your students in new ways