

# BOLD!

Marketing  
Communication for  
Business

Here to help  
YOU  
to help  
YOUR CLIENTS

Right now, your clients need you.  
They need your expertise, advice and leadership.

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**Over the last couple of weeks, we've been quietly putting together a plan for helping our clients so that they can support and help their clients. Rather than rush in, we've waited until now because we understand there have been greater priorities for you and your clients to consider relating to health, family, employees, financial and business matters. We now believe it's timely to offer our help.**

## We're here to help

As business owners, we too have needed to take stock and consult with our accountant and implement policies that range from social distancing to taking action to preserve cash. Rest assured, as a business we're sound.

On the matter of social distancing, with the majority of our clients located around Australia, we've worked remotely for years so we will simply continue doing what we do by telephone, email, Skype, Zoom and other programs.

Having worked through our own business circumstances we've also implemented a plan of action and like all businesses, our focus is on remaining financially healthy and helping our clients do the same.

We acknowledge there are many issues for you to consider and cash flow is top of your list. While you will be closely monitoring expenditures, negotiating new terms with suppliers and following up late payers, you also need to maintain cash 'in-flow' through sales of products and services.

Be aware you will also need to maintain regular contact with two key groups: your clients and your team.

This document focuses on your clients, but these strategies apply to communicating with your team as well.

If you find this document helpful, please pay it forward to help your clients' businesses stay financially healthy too.

## Now isn't the time for radio silence

Right now, your clients need you. They need your expertise, advice and leadership.

Social distancing is a necessity in the new world of Coronavirus and while face to face meetings might be temporarily on hold, the future of your business depends on how you create, or continue, to maintain meaningful interactions with your clients.

It's all about business continuity for your business and helping your clients to do the same.

The key is to act quickly to communicate proactive and helpful information and give clear direction. Your clients will be very glad (relieved and grateful) to receive informed, professional reassurance and level-headed direction.

Here's how we can help YOU, to help YOUR CLIENTS

## For YOU

If you already have a well-considered marketing communication program in place, keep going.

Here are some other matters you need to consider

- If you've planned ahead, (which is our usual MO) talk to your marketing communications provider about reworking your schedule to focus on business continuity themes and topics suitable for current and emerging circumstances.
- If you need to prepare additional client communications outside your current schedule, brief your communications provider to do it for you. An experienced writer will save you a lot of time.

- If you find you need to write communications yourself, ask your communications provider review, edit and finesse it for you.
- We know you are busy, but regular contact is the key. Try to avoid long delays between communications.
- Be aware that the tone of your communication is extremely important. Many of your clients will be feeling anxious so throw-away lines, seemingly harmless jokes and rushed emails can be damaging at any time, but even more so now.
- Your approach needs to be sincere and genuinely 'helpful'. Provide firm, decisive and honest direction choosing professionally-friendly words that neither diminishes importance or heightens emotion.
- It is likely your clients will also need perspective. Reaffirming your business approach and your previous advice will serve not only as a reminder of your logic and expertise, your clients will find it confidence building and empowering to know you're working in their best interests.
- Of course, there's no place for sales talk in your vernacular at this time.
- Should you choose to write your own content, be aware when there are numerous or fast changing issues, you stand to lose a lot of time organising your thoughts. The key is to follow a writing structure that focuses the message, such as:

What's the specific issue? (within the bigger matter)  
 Who does it affect?  
 Why action is needed?  
 What's the next step? and by  
 When?

- Avoid overloading your communications with too many issues and too much detail that could be misinterpreted. Save complexity for one to one discussion.
- Get a second opinion. Here at Bold!, even during normal times, two sets of eyes review every item we prepare for our clients (and ourselves). If you need to explain something to your proof reader, consider it a red flag that the message isn't 100% clear and needs rewording.
- Before you Send or Post anything ask yourself this:  
*"How would I feel if I received this?"*

## For your TEAM

Remember your team members will be feeling anxious too, especially as there's a lot of information to digest.

While you will no doubt be communicating regularly with them, you will also need to provide a written summary of your actions and instructions as this will help keep everyone on the same page.

Follow the same approach with your team communications as you do with your clients and deliver firm direction and a compassionate tone.



Copy  
Writing

Marketing  
Communication

Web Content  
Writing

Website  
Design

Social  
Media

Graphic  
Design

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## For YOUR CLIENTS

Regular and meaningful communication by your clients to *their* customers is important for their business health too.

We know you'll be taking care of your clients' financial management by providing guidance and advice surrounding a range of things, particularly cash flow.

When it comes to maintaining or creating cash 'in-flow' here's how we can help YOU to help YOUR clients.

### **Helping YOU to help YOUR clients** **Social distancing YES. Client distancing NO!**

#### *We'll do the heavy lifting:*

We will consult with your clients to explain that while we will require their guidance, we'll do the heavy lifting of their marketing communication. That is, we'll create the strategy, prepare the content, set it up, send it out and post it to social media. When they get busy with other things, we'll ensure their confidence-building communications to their customers continue.

#### *Duration:*

Our recommendation is to get started NOW and implement a 'special' communication program for the next six months, and depending on circumstances a high intensity program for the next 90 days (April, May and June).

Our recommended special communication programs will comprise regular as well as needed eDM (emails) sent to your clients' customers, prospects and centres of influence; and regular social media posts to Facebook, Twitter, LinkedIn.



#### *Fees:*

As you are aware, we negotiate an all-inclusive set package fee with payment via cashflow-friendly monthly invoices.

Further, because we understand cash is king (for all of us!) we'll offer your clients manageable terms. For example, they may wish to pay for their THREE month program over FOUR months.

However, if your advice to them is to pay it out prior to June 30, that's fine by us too.

We're happy to be flexible and open to discussion with them, and you as their advisor. As circumstances change, we will work with your clients to continue to address needs.

## Next Steps

Ultimately, we're all in this together.

For us, it's about reassuring you that we're here to help you so you can help your clients.

If you need help, we have experience and expertise that we can share with you, so that when you emerge on the other side, you'll be in the best possible position for making up lost ground.

For details about our Helping YOU to help YOUR Clients please give us a call.

#### **For further details please contact:**

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