








My Small Business *To Do in Isolation* Toolkit

GET IT DONE!	ACTION	SUGGESTIONS	TOP TIPS
	Work on your website!	<ul style="list-style-type: none"> Re-examine your offerings/products and the prices you charge. Test all of the pathways Ask clients for testimonials & add them to websites and socials. Get a small business colleague to navigate around and critique your website. Are your contact details up to date? 	SBM podcast - Inside knowledge & top website tips from GoDaddy SBM podcast - What To Do With The Analytics Your Website Provides?
	Education time!	Boost those CPD credits – check your professional association’s website, there will be loads of resources Learn more! There’s over 130 podcasts Small Biz Matters podcasts on every educational topic from HR, ATO updates, legal advice, finance & bookkeeping tips, marketing, sales tips... and more!	Small Biz Matters on iTunes!  SBM podcast - How does COSBOA support small businesses? Check out the ATO Small Business Newsroom Search for & connect with your Industry/Professional Association!
	Revisit or Start your business plan	Now that you've been in business for a while, adjust your 2yr plan (which is probably out of date) by updating your marketing plan. Think about your finances over the last 12 months to set financial expectations for the next 12 months. Is it time to create a mission statement? And what about growth factors like sales & employees & premises?	Business.gov.au has great resources for business planning & budgeting And check out these resources from Realise Business (NSW small biz govt support) & Business Victoria
	Examine your contracts & Legal	<ul style="list-style-type: none"> Employees Contractors Your engagement letter with clients Payment terms When did you last put up your prices?? 	SBM podcast - I’m a small business so why do I need legal counsel? SBM podcast - Contracts And Your Business - Managing The Risk
	Social media planning	Does everything you do online complement your other communications? How does your social media posts and comments reflect your business plan above? The next 12months... * How frequently will you post? * What sort of posts? (Educational / Products / Offering client advice / Testimonials? * What about other mediums like video? LinkedIn profile – does it match your business’ ethos? Are you behaving on Twitter?	SBM podcast - Is video content a MUST in your marketing strategy? SBM podcast - Leveraging Facebook as a tool for your business
	Insurance	Have a look at the last time you completed those pesky insurance declarations. Have your client offerings changed? (this can affect your Professional Indemnity) Your assets (your business insurance policy)? Are you insured for enough in case of business interruption? If you have put in place permanent death/disability as the sole breadwinner is it enough?	SBM podcast - Industry experts - talking the talk about insurance SBM podcast - Security! Get to know the risks, your failures and how to fix them