Farrow Communications

Dave has personally been on over 2000 media interviews, including multiple appearances on Dr. Oz, Steve Harvey, the Today Show, Fox and Friends, CBS Early Show, Live! With Regis and Kelly, BBC, NBC, CBS, ABC, The CW, QVC, Discovery Channel, Science Channel, and was the star of a CBC documentary. Most recently, Farrow won the $50,000 prize on the new hit show SuperHuman on Fox.

Over 10 million in sales.

Dave farrow

www.farrowcommunications.com

STE
HA

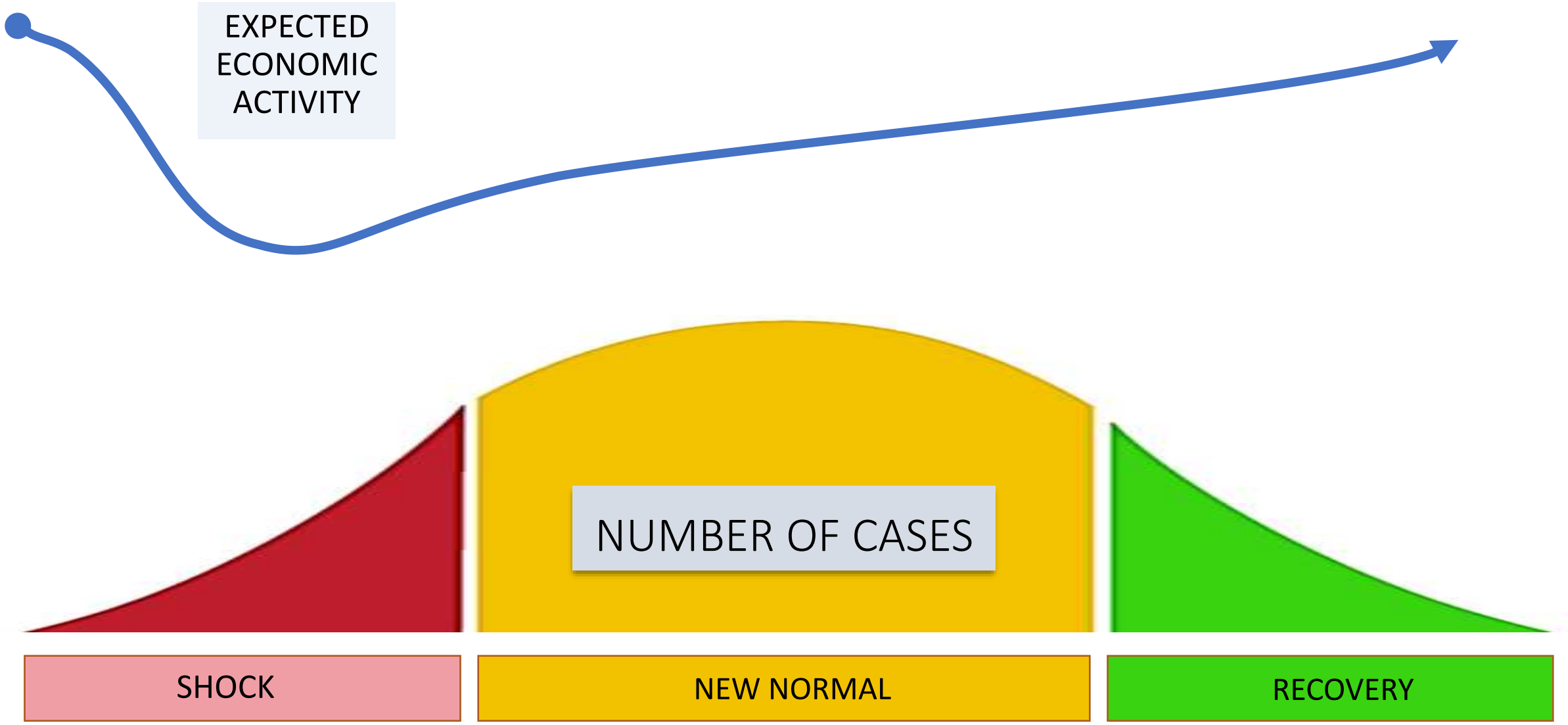
CLEVER WAYS
TO HACK YOUR
BRAIN

SMART
SEXY
YOU MUST REMEMBER THIS
SECRETS TO A GREAT MEMORY

THE DR.

LIVE

THREE FINANCIAL PHASES



BLACK SWAN EVENTS

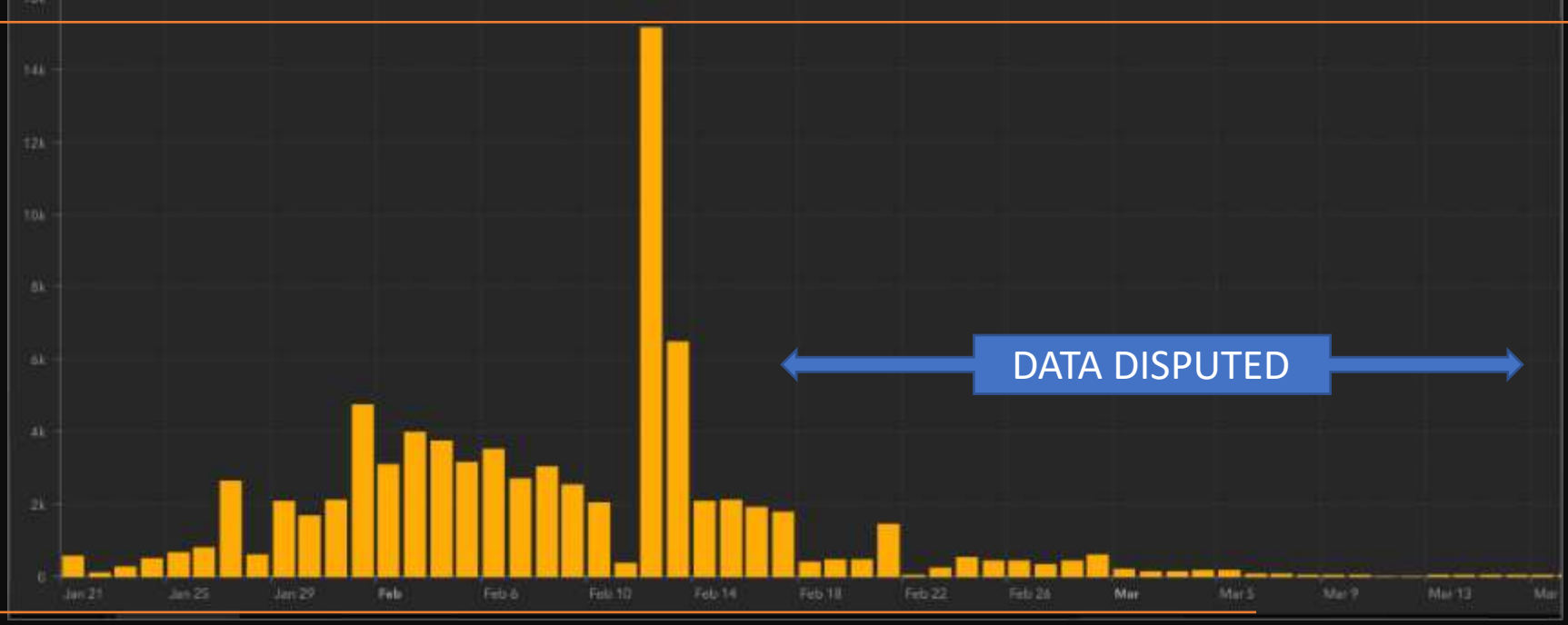
MINDSET

Story of the Chinese Farmer

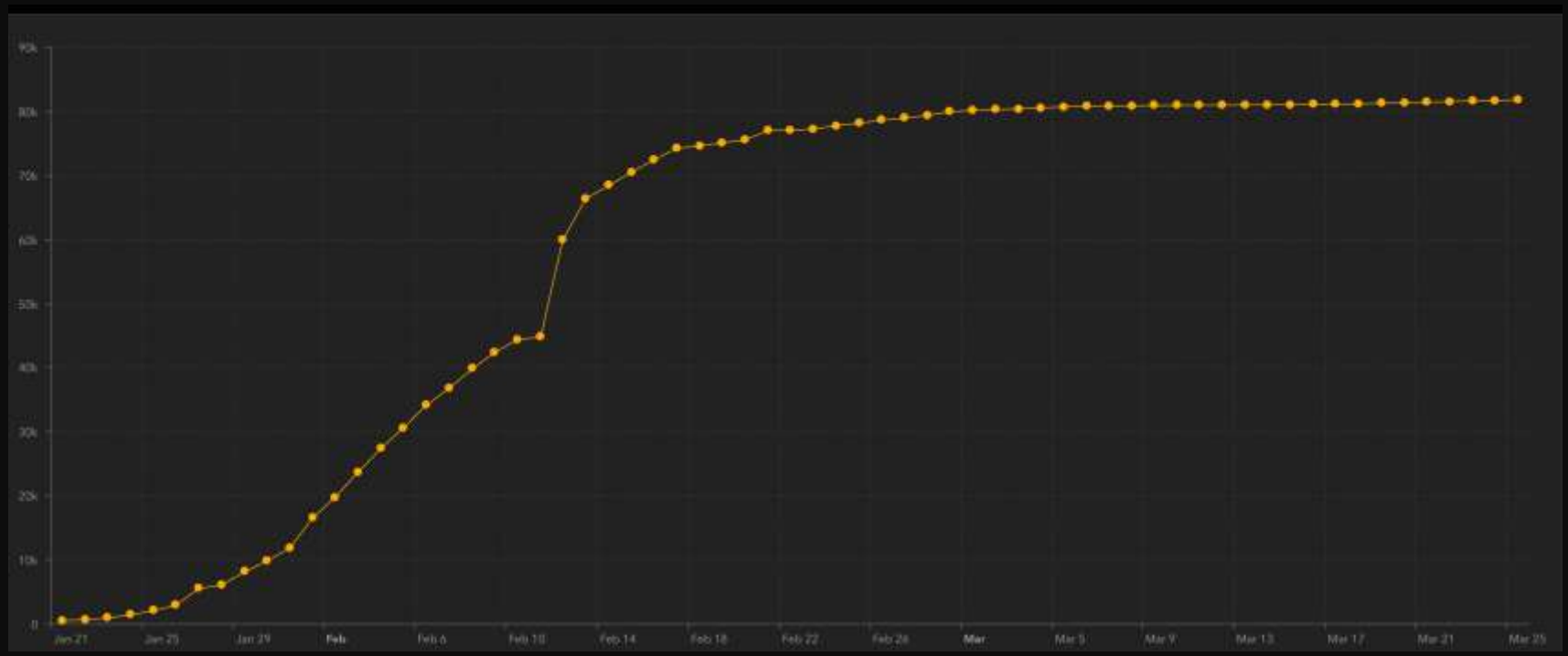
SOCIAL MEDIA

CHINA

DAILY INCREASE

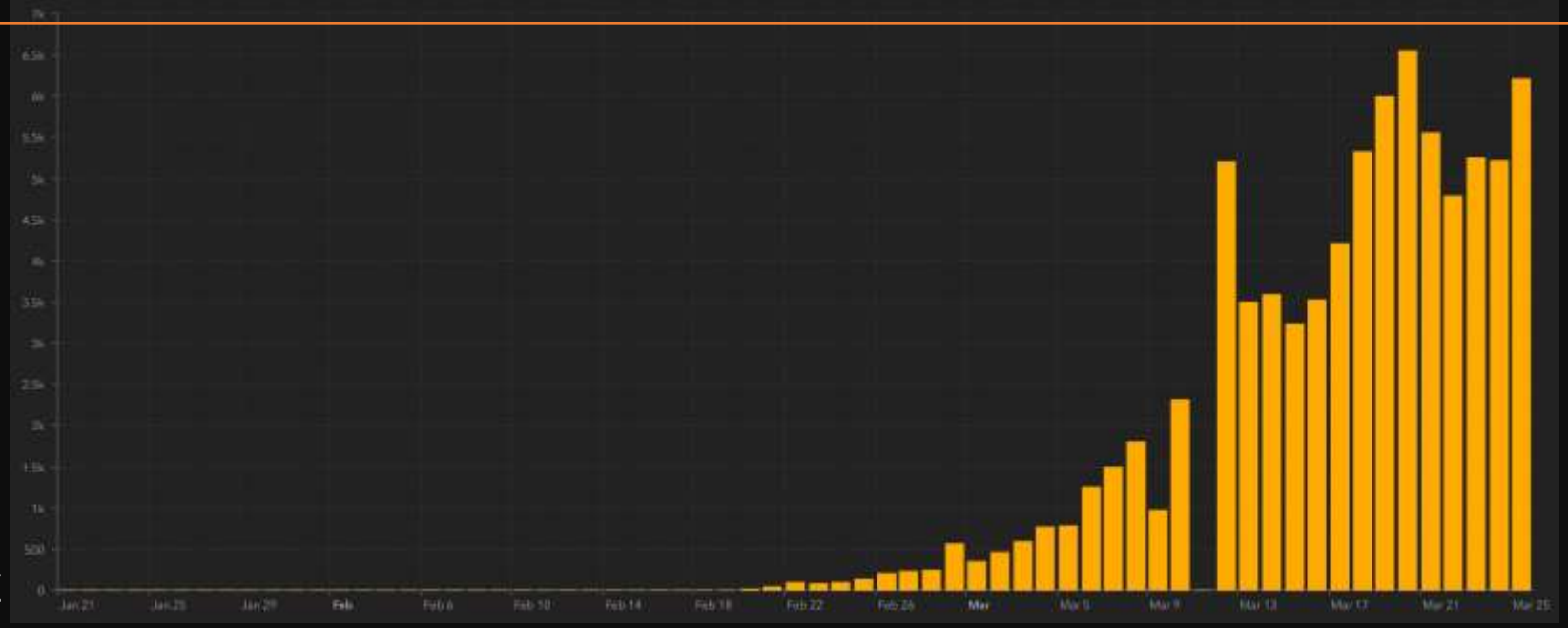


CONFIRMED CASES

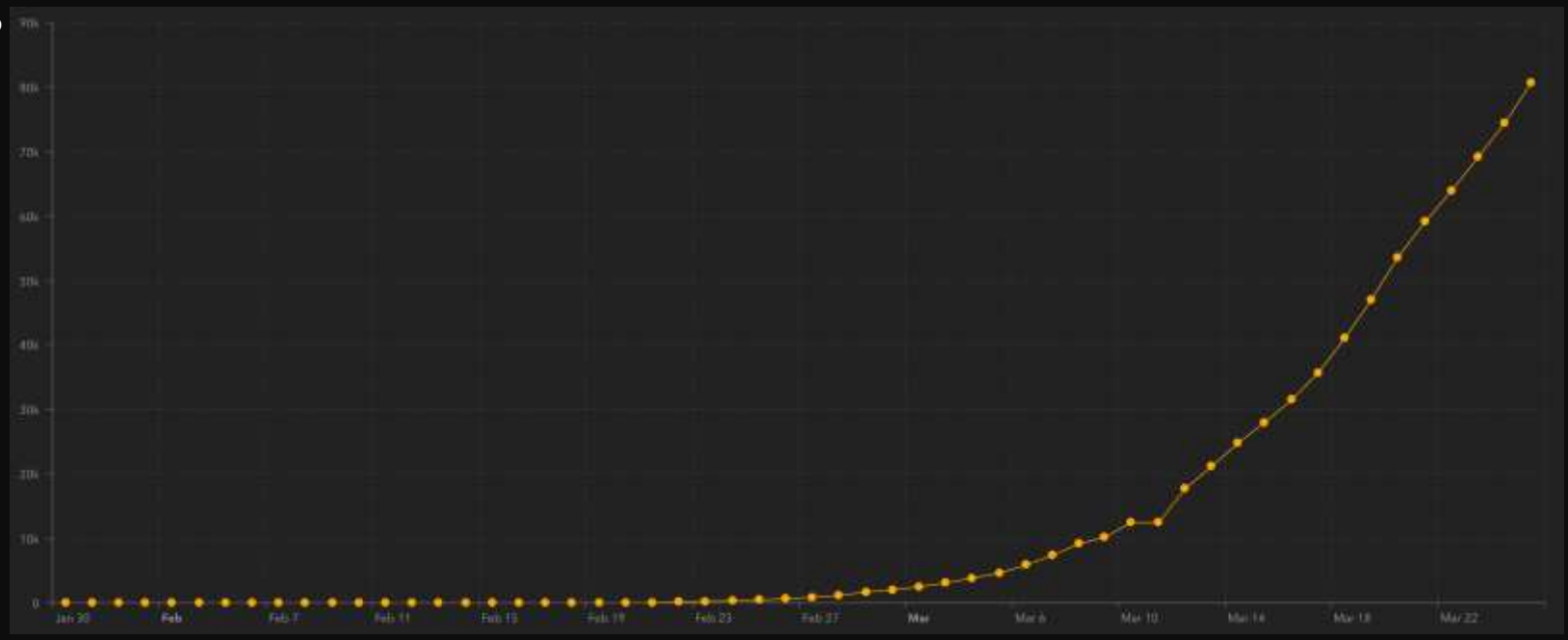


ITALY

DAILY INCREASE

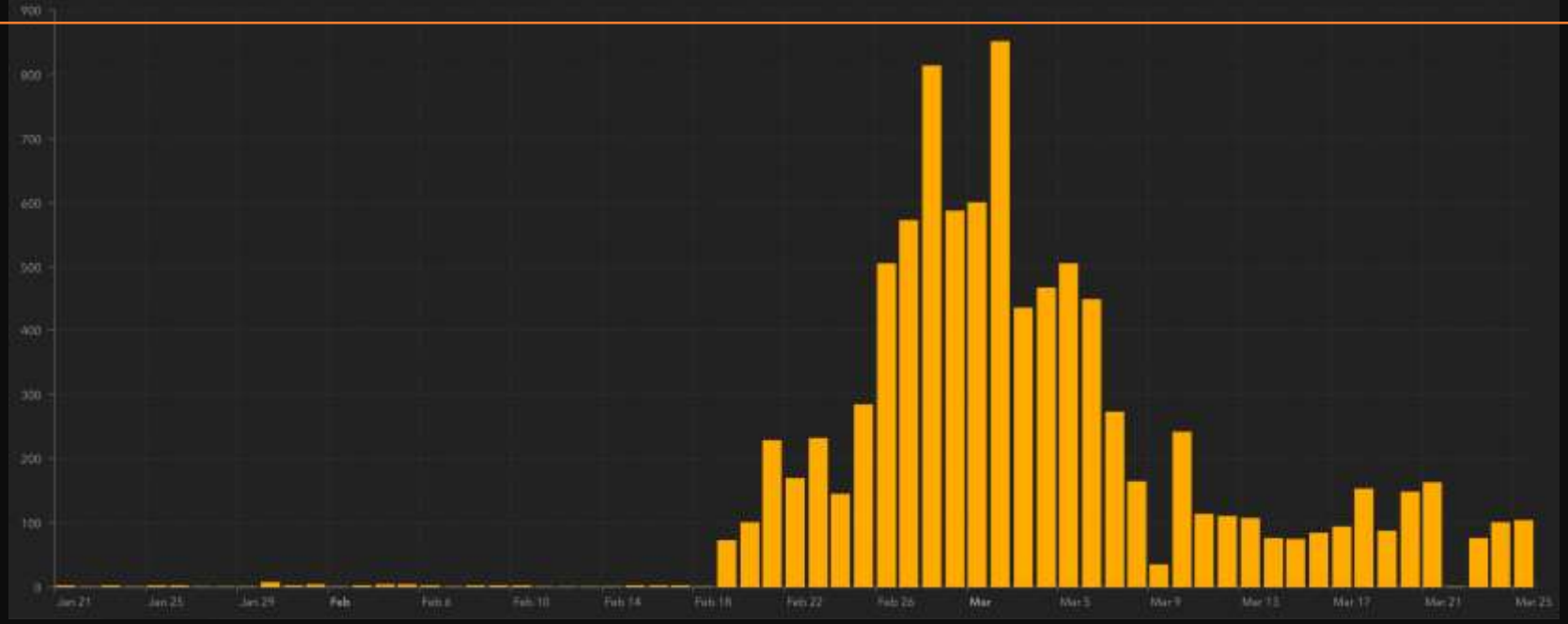


CONFIRMED CASES



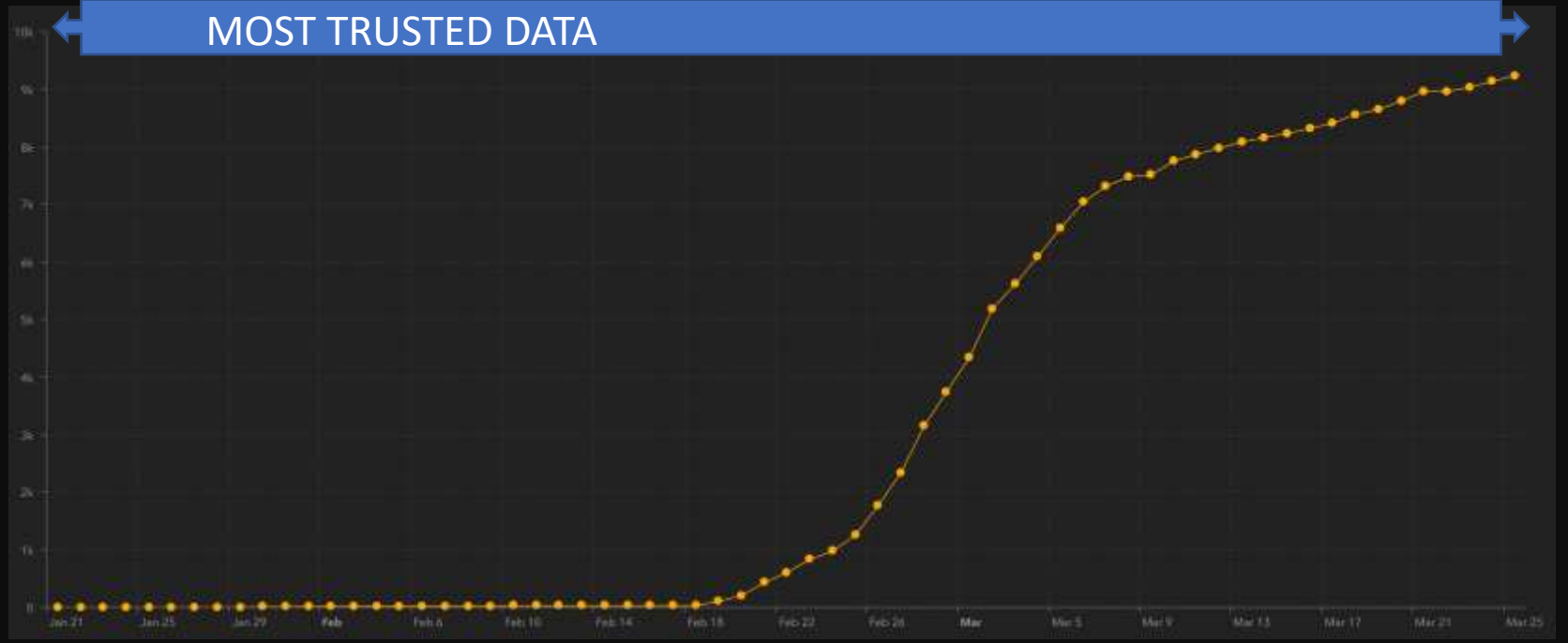
S. KOREA

DAILY INCREASE



CONFIRMED CASES

MOST TRUSTED DATA



USA

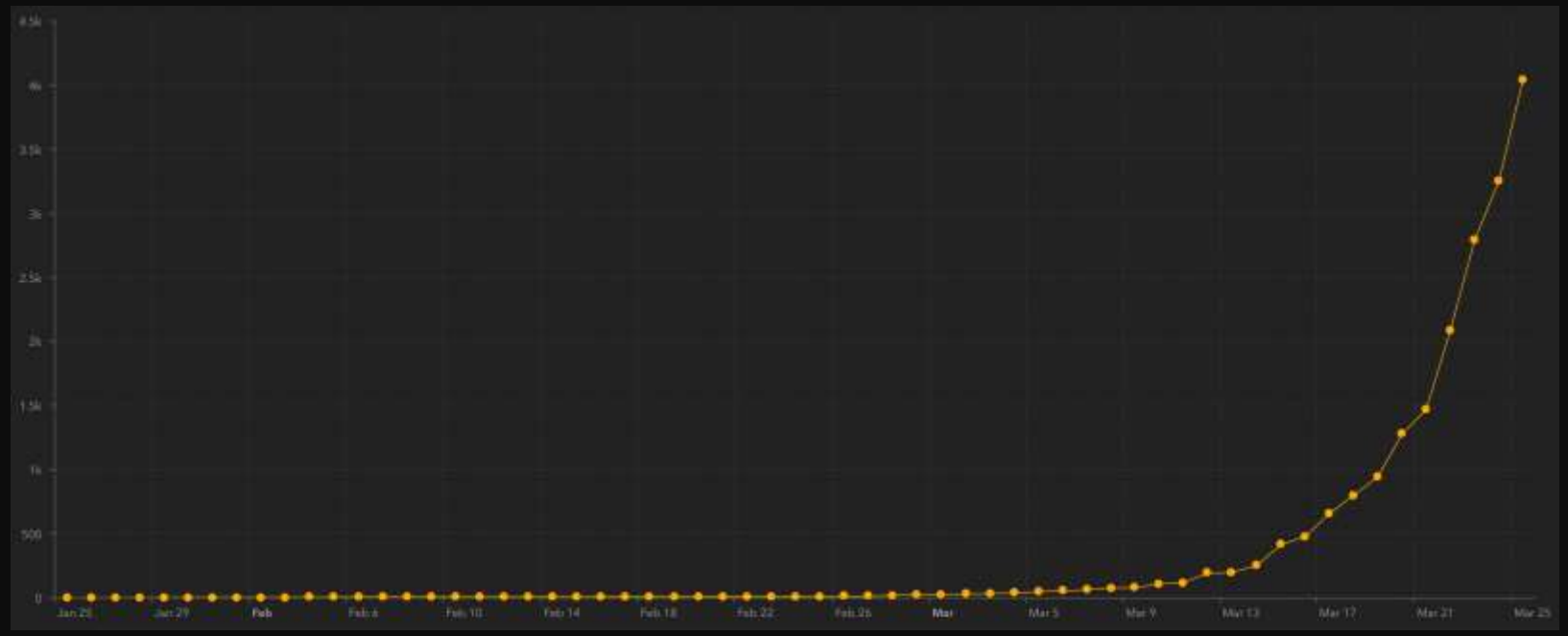
DAILY INCREASE

CONFIRMED CASES

CANADA

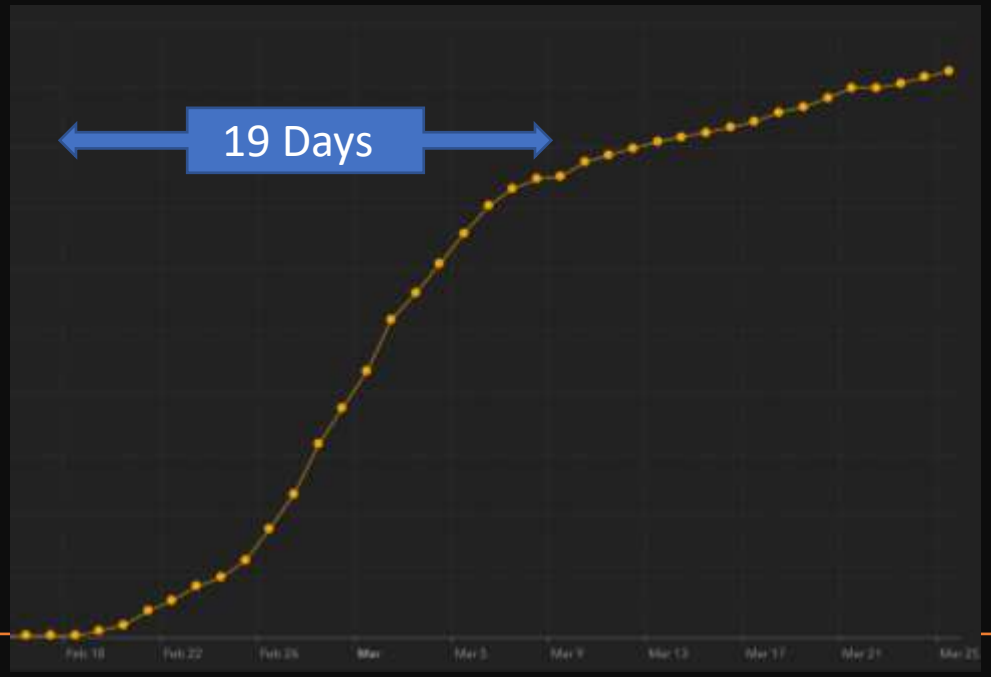
DAILY INCREASE

CONFIRMED CASES



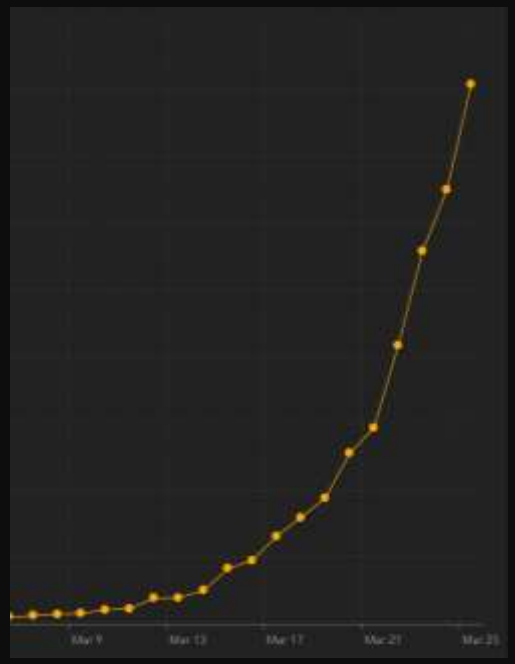
S. KOREA

DAILY INCREASE

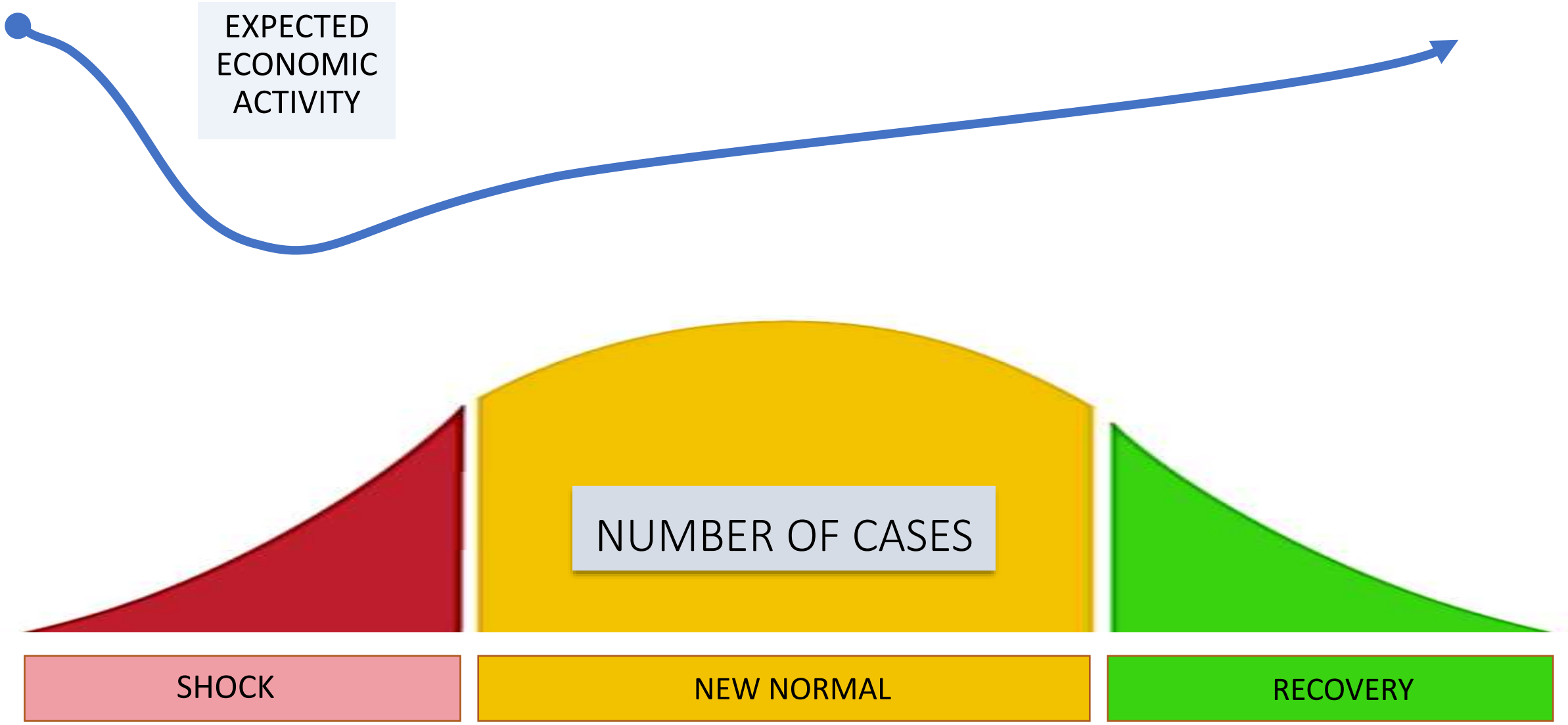


CONFIRMED CASES

CANADA



THREE FINANCIAL PHASES



PLAN FOR EACH STAGE

- EARLY SHOCK STAGE – Negotiate all creditors, Set goals for each month, plan for the worst and look for opportunity to meet new demands, Start now communicating with clients about how you should react.
- NEW NORMAL – Plan now for how you will do business when restrictions are lifted. When the curve starts to flatten but its not over yet.
- RECOVERY – Be ready for the built-up demand, How will things change for ever?

EARLY SHOCK STAGE:

Negotiate all creditors:

- Taxes, credit cards, Lease payments, vendors, suppliers, every payment.
- Staffing - the trend is toward rolling layoffs instead of reduced hours so staff can get UI and other support.
- When to consider temporary shutdown

Communicate with Customers:

- Good News online traffic and social media is more than double previous numbers.
- Ask customers questions, hold polls and surveys about how you should handle this crisis.
- Think about how much of your business you can do virtually

EARLY SHOCK STAGE:

Set goals for each week and month:

- How much money do you need this week? Look at the hard numbers.
- Plan for the worst but look for opportunity to meet new demands

New opportunities:

- Many businesses that thought it was over have found a new life.
- Restaurants that closed and not able to keep up with demand for delivery.
- More examples later.

INTERESTING NEW TRENDS

Seniors hour.

No touch shipping

No touch pick up

Live Social Media consultations

Online marketing and media trends

People are buying creature comforts

Distractions from boredom

Social distancing rules know the trend

EMERGING BEST PRACTICES

Social Business Hardest Hit: Health-club, bar, theatre, live events, educational, Speaking.

- Consider shut down but shift to online events.
- Personal trainers can work via live video.
- Stay active on social media and prepare for the recovery wave of demand.

Services that can be delivered: Food, clothes, products.

- Make a deal with local delivery people
- Pay based on the gig not by hour
- Compete by being local and responsive
- Connect and make offers on social media
- Offer online consultations via messenger

EMERGING BEST PRACTICES

One on one services: tailor, hair cutter, specific service.

First consider doing it partially or fully online if possible

Personal trainers can train via live chat

Consult online then make an appointment

Post examples of you spraying and cleaning

Professional services:

Offer online video conferencing – see your customer

Communicate with them if there is a delay

Give information on your industry, be a trusted source

Extreme example that may have a new normal: Virtual Funeral service

EMERGING BEST PRACTICES

Businesses that can help fight the crisis:

Cleaning companies

Personal support workers and elder care

Communicate your policy

Plan for sickness and staffing issues

How to pivot.

If you offer a service or product that suddenly lost demand anymore you may be able to pivot

Think of what value you offer rather than service

Let you customers tell you what they want

Examples

Does a bar sell drinks, or does it sell and experience?

Keep that experience alive

Speakers and events to mini online classes

Webinars to virtual funeral service

IF I OWNED A GYM OR BAR

PLAN FOR EACH STAGE

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HOW WILL THE
WORLD CHANGE?