

# The Titan Times Newsletter

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## Masterful Quotes

*"If you wait for all your circumstances to be perfect and for the stars to all line up, life will just happen to you. Choose what you want in life. Circumstances can lead you around like a puppet on a string, but where there is pure commitment, your true destiny will prevail."*

~ Jenene Stafford

*"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."*

~ Thomas Henry

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## How Small Businesses Should Prepare for a Crisis

Small businesses face a unique set of challenges when it comes to dealing with a crisis. It's important for owners to be proactive and take preparatory steps. The following tips will help small businesses prepare for and manage a crisis.

1. Develop a crisis management plan: Small businesses should develop a crisis management plan that outlines how they will respond to it. The plan should include who will be responsible for managing the crisis and what steps will be taken. It should also include a communication plan that outlines how the company will communicate with employees, customers, suppliers, and the media.
2. Monitor the news: Small businesses should monitor the news for potential crises that could affect their business. If one is imminent, the business should be prepared to take action quickly.
3. Consider the potential risks: Small businesses should assess the potential risks that could lead to a crisis. This includes evaluating the potential for natural disasters, cyber-attacks, product recalls, or other types of crises. The business should also consider how it could mitigate these risks.
4. Create a crisis team: Small businesses should create a team that is responsible for managing the crisis. The team should include representatives from various departments, such as marketing, customer service, and operations.

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## 2023 Federal Legal Holidays

January 2  
New Year's Day  
(observed)

January 16  
Birthday of Martin Luther  
King, Jr.

February 20  
Washington's Birthday

April 17  
District of Columbia  
Emancipation Day  
(observed)

May 29  
Memorial Day

June 19  
Juneteenth National  
Independence Day

July 4  
Independence Day

September 4  
Labor Day

October 9  
Columbus Day

November 10  
Veterans Day (observed)

November 23  
Thanksgiving Day

December 25  
Christmas Day

5. Prepare a statement: Small businesses should prepare a statement that outlines the company's position on the crisis. The statement should be clear and concise and should be reviewed by legal counsel before it is released.

6. Communicate with stakeholders: Small businesses should communicate with stakeholders, such as employees, customers, and suppliers, about the crisis. They should provide accurate and timely information and should be prepared to answer questions.

7. Take responsibility: Small businesses should take responsibility for their actions and should be prepared to make necessary corrections. This may include issuing a public apology or issuing refunds.

8. Review and adjust: After the crisis is over, small businesses should review the situation and make adjustments to their policies and procedures to prevent a similar occurrence in the future.

By being proactive and taking steps such as developing a crisis management plan, monitoring the news, assessing risks, creating a crisis team, preparing a statement, communicating with stakeholders, taking responsibility, and reviewing and adjusting policies and procedures, small businesses stand a strong probability of successfully navigating and managing a crisis.

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## Spring Cleaning

Every year spring comes and with it there is the annual ritual that many Americans seem to endure: the spring cleanup. Ok, so what does that mean? In the olden day, it might have included addressing some of the gardening needs, washing the windows after the storm windows were removed, and perhaps even doing a really concerted dusting to remove all "the particles" that accumulated during the long winter months when the house was buttoned up too tightly to breath. It was a good and necessary ritual that made us feel better and helped us appreciate nature's cycle of rebirth all that much more.

When was the last time you gave your business a good spring cleaning? We're walking into April, and you might consider looking at your sales procedures, re-analyzing the effectiveness of your marketing, reevaluating your profit margins, revamping your accounting methodology, and perhaps even addressing those HR issues that have plaguing you for the past year. There is not time like the present. If you aren't 100% happy with what your business is doing for you, isn't it time to take charge and start working on your business and not in it. Interested in a good roadmap? Call us today and ask about our "Business Effectiveness Evaluation". Mention this newsletter and we'll be happy to extend a 10% courtesy appreciation discount for being a loyal reader.

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## Micro-Famous: Becoming Well-Known in Your Niche

It's not necessary for the whole world to know who you are to be highly successful. **You only need the right people to know who you are.**

For example, if you're a real estate broker, you want the people in your area to know who you are. If you own a company that provides web links, you want all the SEO business owners to know your name.

If you're a realtor in San Diego, it won't matter much if you're a household name in Portugal. However, being famous to the right population can make all the difference in the world.

Luckily, being famous on a small scale is easier than you think! Follow these tips to ensure that the right people know who you are:

1. Specialize. It's easier to become well-known if you're extremely good at something. It's easier to be extremely good at something specific.
  - For example, keeping with our San Diego real estate example, you don't want to be a general realtor in San Diego. You want to be the realtor that specializes in high-end San Diego beach properties.
2. Identify your target audience. Who are you trying to serve? What does your ideal customer look like? Develop a composite of the people that you want to know you. Are they a certain age? Male, female, or both? What income level do they have? What profession are they in? What hobbies do they have?
  - Be as detailed as necessary, but not more detailed than necessary. It's important to know who you're trying to reach.
  - Avoid wasting your time with those who aren't in your niche.
3. Rise above the noise. What does your audience need? What is the common problem they all have? Center your message around this need and your ability to solve it.
  - Noise is simply non-meaningful messaging. Be meaningful to your audience.

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4. Become an authority. When people want to solve a problem, they want an expert. But how does the average person spot an expert? They aren't experts themselves, or they wouldn't need you. Consider these ideas to be looked at as the expert:
  - Put content in front of ready-made audiences. There are others who already have the attention of those you want to reach. Write a guest post for a blog. Be a guest on a podcast.
  - Teach an online class. Create a class and put it on one of the several websites that specialize in that sort of thing, such as Udemy.com. Everyone will assume you're an expert if you're teaching a course that you created.
  - Put content on social media and on your own website regularly. It's important to be consistent with your postings, so stick to a schedule.
  - Use linkedin.com. Keep your profile up to date and use all the features that are supplied on that platform to post content.
  - Write a book. It's not as daunting as it seems. It only takes a few pages a day to write a book in six weeks. There's no expense for creating a Kindle book. It's hard to find a respected expert that hasn't written a book.
  
5. Make friends with the well-known experts in your fields. You can become famous by association. Interview these experts. Contribute a guest post to their website. Ask them to write the introduction to your book.

Being famous has its advantages. This is especially true within your niche. The world within your niche is quite small, so it's not nearly as challenging to be famous within your niche as it is to be famous in general. A little fame can go a long way toward building your career or business. You don't have to be a household name. Just a little fame will do.

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