**Covid-19 Business Plan**

We know many reps are concerned with marketing over the upcoming months and how they are going to keep their pipeline full. Prospects may be more reluctant to attend events and as a result your business could struggle.

What you need to realize is the opportunity has never been better for you! Inside your book of business are tons of clients that thrilled with what you have done for them. Not only have you saved them a bunch of money from market loss, but you have given them a much greater gift…TIME!

Many of these clients without you would no longer be in a position to retire. I have heard from advisors that clients told them “If it wasn’t for your help, I would be working for many more years and may never be able to retire.”

This is why you do what you do! For times exactly like the ones we are in. Think about it. For the past 6 or 7 years you have battled the fact that the markets are roaring and many people didn’t do business because of it. Now is your opportunity to step to the front of the line and talk about the great job you did for your clients!

**What you need to do is simple:**

1. Call up all your clients
2. Reassure them that they are still on track to accomplish all their goals in retirement and their portfolio is doing what it is supposed to
3. Tell them you are looking to help as many people as possible during this crisis and have extended your office hours to accommodate
4. Ask them for names and introductions
5. Follow up with the referral
6. Tell them what you do and that it is imperative that you get together