



**BBB<sup>®</sup> Serving Central Oklahoma**

## **STRENGTHEN YOUR STRATEGY**

**#PivotInThePandemic**

### **KNOW YOUR AUDIENCE**

As your business changes, so can your audience. Take the opportunity to re-evaluate who is consuming your products and services and look to where your business has the potential to grow. Check out this link to identify your audience <https://bit.ly/2UsXbug>



### **ASK HARD QUESTIONS**



If you aren't already, consider taking a poll or survey about your services. Need advice on crafting a survey? Follow this link: <https://bit.ly/30v2AVQ>  
This could help you get a better idea of where you can continue expanding. If your business is considering launching a new service, ask your audience if they are interested in interacting with or purchasing it.

### **OBSERVE MARKET TRENDS**

Of course you want to stand out from your competition but doing your research and understanding where your market is currently is vital in continuing your successes. Seek to understand and ask yourself: "How can my business be different?" Based on what you identify, you may choose to evolve your business, follow this link to learn more: <https://bit.ly/2MNKqXa>



### **REVISIT OFTEN**



Possibly the most important step of planning is to revisit and change your plan as needed. So often we get caught up in making timelines and setting goals, we can forget to ask: "Is this still relevant to my business?" If the answer is "yes" keep going, if the answer is "no" re-evaluate.

Need tips on resetting your goals? Follow this link:

<https://bit.ly/30rD57w>