Disaster Planning!

How to Prepare For the Worst in Your Business

Quick Guide

Full article:
http://www.marketingforowners.com/disaster-planning-prepare-worst-business/

1. Computer Data Loss
   - Backup on-site: Invest in external hard drives
   - Backup off-site: Considering cloud backup services (click here for PCMag.com’s list)

2. Mobile Phone/Contacts Loss
   - Invest in a phone backup service
     - Android Phone Options
     - iPhone Options

3. Loss Of Big Client
   - Don’t be overly reliant on one key client
   - Always be marketing!
     - Use email marketing to keep in touch with prospective clients

4. Loss Of Key Staff
   - Ensure that all staff document everything they know about your business
     - Document all processes
   - Ask them to document this during their downtime
     - Back these up too! Have them print out two copies and put them into dedicated binders
   - Give key employee 2-3 days off (paid leave) and ask other staff to note whenever they hit a roadblock because they weren’t there to consult
   - Don’t scare your staff! Reassure them that it’s just for backup purposes

Take these precautions now!