



## 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!**