

# HANDBOOK

*day 1*

: 2020-PROOFING YOUR LIFE & BUSINESS

## LET'S DETERMINE THE VULNERABILITY OF YOUR BIZ AND YOUR INCOME.

HOW DID 2020 AFFECT YOUR:

FINANCES?

---

---

BUSINESS?

---

---

FAMILY?

---

---

HEALTH?

---

---

WHAT'S YOUR MAIN INCOME STREAM NOW?

---

---

WHAT WILL HAPPEN (TO YOUR FINANCES/FAMILY/ETC) IF  
THAT REVENUE STREAM JUST DISAPPEARED:

---

---

---

---

# HANDBOOK

*day 1*

: 2020-PROOFING YOUR LIFE & BUSINESS

## THINK ABOUT IT...

---

**THE ONLINE SHOPPING CONCEPT HAS GROWN TO A \$5 TRILLION DOLLAR INDUSTRY. SINCE 2014 IT HAS GROWN 3.5X.**

WHAT HAS CHANGED FOR YOU SINCE 2014? INCOME, KNOWLEDGE, CAREER PATHS, FAMILY STATUS, ETC.

---

---

**ALMOST HALF OF ALL ONLINE SALES MADE IN 2020 WERE MADE ON AMAZON. THIS NUMBER HAS INCREASED BY OVER 15% SINCE 2016.**

HAS THIS AFFECTED YOUR BUSINESS? DO YOU USE AMAZON?

---

---

**BUSINESSES THAT USE BLOGS ON THEIR SITES RECEIVE 97% MORE LINKS (TRAFFIC) TO THEIR WEBSITE THAN THOSE WHO DON'T BLOG.**

WHAT KINDS OF TOPICS COULD (DO) YOU BLOG ABOUT?

---

---

**THE TOP THREE SOCIAL MEDIA PLATFORMS INCLUDE FACEBOOK, INSTAGRAM AND YOUTUBE. (PS...YOU CAN MONETIZE ALL THREE OF THESE PLATFORMS.)**

DO YOU ALREADY USE THESE PLATFORMS? HOW COULD YOU ADD MORE VALUE TO YOUR EXISTING CONTENT?

---

---

\*STATS ACCORDING TO OBERLO, SLEEKNOTE, WPFORMS.COM, AND STATISTICA