

SPRING/SUMMER 2020
\$0.00
COVID-19 PLAN

coin
~~CRISIS~~
**CONTINGENCY
PLAN**

THE CHEAT CODES

“

JIM ROHN:

IT'S IMPORTANT TO LEARN FROM YOUR MISTAKES, BUT IT IS BETTER TO LEARN FROM OTHER PEOPLE'S MISTAKES, AND IT IS BEST TO LEARN FROM OTHER PEOPLE'S SUCCESSES.
IT ACCELERATES YOUR OWN SUCCESS.

”

SOMETIMES WE JUST NEED A LITTLE MORE HELP

With the crazy success of [The Coin Contingency Plan](#), I knew that we had to do something else for you, and here it is!

Even though the original Coin Contingency Plan had a ton of amazing information in it, I know that sometimes we just need a little more help.

In these extremely challenging times, it can be difficult to think of ways to actually shift, pivot and change for your individual industry. SO...

Welcome to CHEAT CODES! This booklet has over 100 ideas for entrepreneurs to either grow their audience, become an industry thought leader or **MONETIZE RIGHT NOW!** And best of all, you can do all of these things from the comfort of your own home (and yes, this is a picture of me working hard at my own AirBnB in Toronto lol).

If you have any questions, feel free to hit up the industry experts who worked with me on this - their contact info is on the next page. Explore and enjoy!

xo,
Kendra



Meet the Experts

A few of our faves got together to make this happen.



NATALEH NICOLE @NATALEHNICOLE

Nataleh started her online business in July of 2018 and within 8 months, she was able to quit her job as a teacher. Just one year later, she was making 5-figures a month and developed 5 streams of income. She now coaches and teaches entrepreneurs how to build their brand online and develop a community of customers, vying to purchase their products and services. Nataleh has coached over 100 business owners directly and has built her own online community of 12k+ people. Nataleh's goal is to help people get the visibility they need to grow their brands.

LINDSEY A. WALKER @LYNNPRMENTALITY

Lindsey A. Walker, a product of Jackson State University, is the Founder of Walker + Associates Media Group. Her love for connecting brands with consumers and the media alike led her to a career in public relations. Working with brands such as 135th Street Agency, BET, Interscope Records, Kurlee Belle, Evolving Beauty, K Camp, FX Networks, to name a few and securing press in today's top tier publications, TV Networks and more. Lindsey has established herself as an expert in the world of PR, branding and entrepreneurship. A proud member of Delta Sigma Theta Sorority, Inc, Lindsey has been featured in Black Enterprise, Everything Girls Love, Source Magazine and more.



KALINA HARRISON @KREATIVESCRIBES

Kalina Harrison, CEO of Kreative Scribes, is an Atlanta native who now lives in the City of Brotherly Love. Her passion for creative writing led her to launch a content marketing boutique, where she ghostwrites books for aspiring authors, self-publishes personal development books, and writes custom content for professional and lifestyle brands.





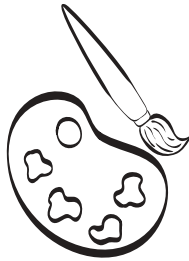
ACCESS THE *Cheat Codes*

Use this ebook to tap into actual ideas for your exact industry, but don't forget that there are gems in the industry adjacent categories as well.

Don't just use these ideas in times of crisis - it's time to unlock your next level once and for all!

Cheat Codes: A-B

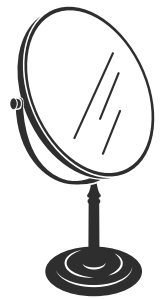
ARTISTS



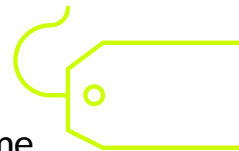
- Online workshops on your craft where you teach people how to do what you do.
- If you're a painter, host a sip and paint night. You'll need to notify the audience in advance of the tools they'll need (but keep it simple)
- Sell art online. Etsy is BOOMING right now!
- Do art pieces live on social media. Get your playlist together to set the mood and hop on live to entertain viewers. You may even sell a piece!

BEAUTY (general)

- Create a beauty subscription box where each month has a different theme.
- Do a virtual Masterclass with other beauty entrepreneurs showing how to/various tutorials.
- Host a Wine Down Wednesday: Beauty Edition with your loyal customers and give them a secret code to shop with you/purchase services.



BOUTIQUE OWNERS



- Sell Loungewear and items people can wear while at home
- Sell a Lounge Box: Filled with cute pre-made clothing sets (cute custom t-shirt (can be created with printful app!) with biker shorts, hoodie and sweatpants, other comfortable things that can be worn together while working from home)
- Start selling spring items that can be worn after quarantine is over. Your marketing should emphasize that we need to be ready for "outside to open up again"

Cheat Codes: C

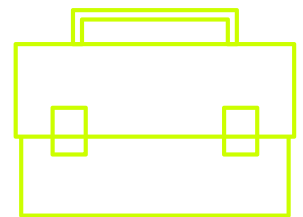
CHEFS



- Virtual Cook Book that includes easy breakfast and lunch recipes for the parent turned homeschool teacher
- The Beginners Guide to Cooking at Home: a digital manual for beginners that teaches basic skills like how to properly dice veggies, and spices/flavors that work well together
- Cook with me date night – virtual event held via zoom for couples at home

CONSULTANTS

- Become a thought leader by writing blogs and filming content on your specialties
- Offer discounted advisory calls to potential clients
- Create freebies with valuable and essential advice for crisis situations in the industries you are consulting in

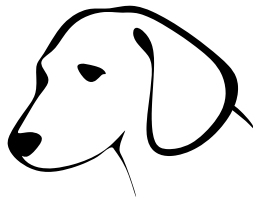


COACHING / PERSONAL + PROFESSIONAL DEVELOPMENT

- Write about your personal pain-points; give your testimony
- Discuss the importance of the transformational growth that your clients will receive versus a monetary ROI
- Discuss how EVERY industry or company has the bandwidth to enhance its personal development prowess –list your specialties or niche
- Focus on how to create opportunities out of seemingly failed endeavors; focus on how water comes from a rock
- Discuss how one can advance in technical skills but can lack self-confidence, which negatively impacts their work-ethic and ability to perform efficiently
- Create assessments for prospective and current clients to complete; assessments should reflect info from your services or products

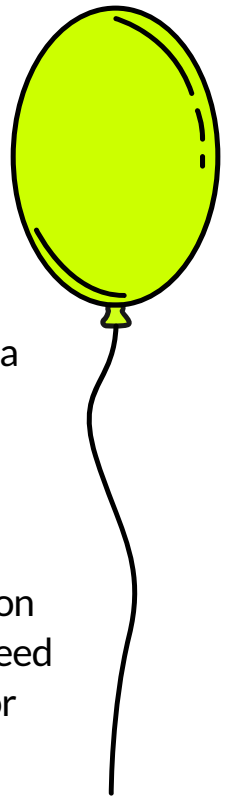
Cheat Codes: A-Z

DOG GROOMERS



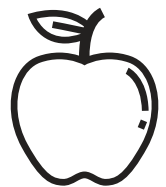
- Tutorial on how to groom your dog at home
- Offer 1:1 consulting to dog owners to walk them through grooming time on video
- Create home dog grooming packages for curbside delivery
- Reach out to apartment complexes and make dog treats that have your ad (for packages and tutorials) on them

EVENT PLANNERS



- Create a digital planner/workbook for your clients to plan their own at home events
- Pitch yourself to the media and share tips on how to execute corporate events virtually
- Develop a new consultation service for parents who need to plan birthday parties for their children

EDUCATORS



- Recycle lesson-plan formats to make applicable to those who are now homeschooling
- Write blogs on subjects that you've taught; sell lesson plan activities
- Write an ebook on how to integrate hands-on activities with instructional learning; offer downloadable worksheets that emphasize the learning objectives and outcomes of the instruction
- Write about your passion for teaching and how the corona is an excellent opportunity to teach about current events and its global impact
- Discuss ways to use everyday activities as learning material (cooking - science, math + art; cleaning - science, exercising; etc.)

Cheat Codes: F-G

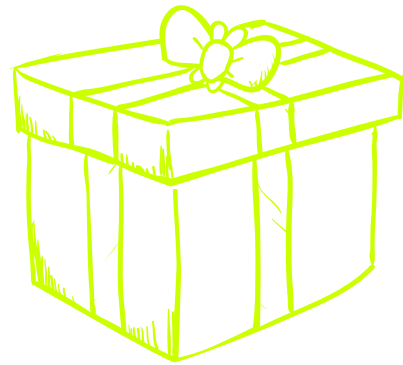
FASHION DESIGNERS/STYLISTS

- Style consults via Zoom for at-home date nights and day-to-day video conference calls
- Create fun, shareable Instagram stories (think: this or that, bingo, etc) to engage and grow your audience
- Share your favorite fashion films, shows and books in a freebie
- Develop an ebook with at-home outfit formulas and examples



GIFTSHOPS

- Host arts and crafts tutorials and/or parties
- Work on e-commerce and SEO strategy to increase visibility
- Sell online giftcards



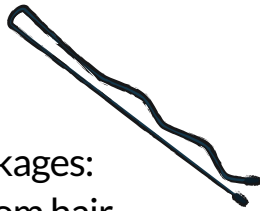
GRAPHIC DESIGNERS

- Create Canva templates to sell on site and etsy for use
- Design presentations for people that are Zoom friendly
- Create designs around topic of lockdown that can be shared or used by businesses and individuals to give visibility to your work



Cheat Codes: *H-I*

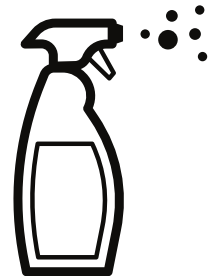
HAIRSTYLISTS



- Create at Home Hair Packages: A package filled with custom hair oil mixtures, an eBook on important hair care tips, and any other hair necessities that women can use at home to properly care for their own hair.
- Private Virtual Hair Consultations / Group Hair Care Classes teaching women how to conduct wash day from their own home
- A limited number of discounted hair service coupons to use in your hair salon after quarantine is over

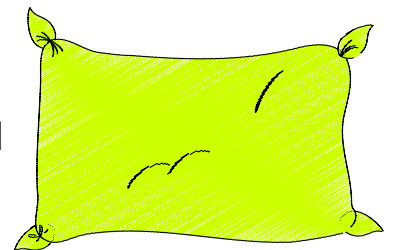
HOUSEKEEPER

- Tutorials on deep cleaning your home
- Create home cleaning supplies packages for curbside deliver
- Position yourself as an essential business by sharing the health benefits of clean space, or reposition to other types of cleaning



INTERIOR DESIGNER

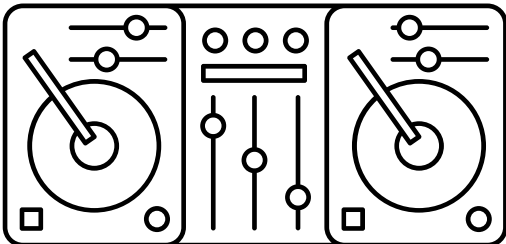
- Tutorial how to organize your space and make it more functional
- Share a social media tip of the day for your space
- 1:1 Consultations for people who are upgrading their home decor during COVID
- Ebook on the different design styles with curated images/boards



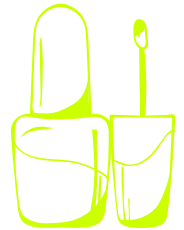
Cheat Codes: *M-F-N*

MUSIC PRODUCERS/DJS

- Video trainings on how to use various software programs (i.e. Ableton, Logic, Pro Tools)
- Ebook on how distribution deals work
- Course that teaches various techniques (i.e. scratch tutorials)



NAIL TECHS



- Home Nail Kits: Sell packaged materials that people would need for an at home manicure (nail files, nail buffers, etc)
- Nail Polish Subscription Box: Put together monthly boxes filled with new nail care products and polish
- Discounted certificates for pedicures once your location can open again

NUTRITIONISTS

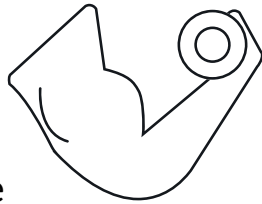
- Create a freebie: Foods to eat in quarantine to boost your health
- Personalized grocery store lists for the family / household
- 1:1 online sessions to create personalized meal plans



Cheat Codes: P-S

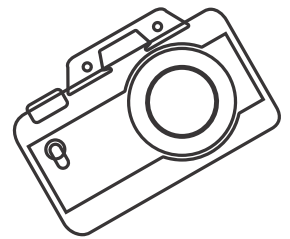
PERSONAL TRAINERS

- Host online trainings
- Create a Downloadable: 10 exercises to do at home every day
- Create a viral exercise challenge on social media
- Create games for Instagram stories (i.e. this or that and bingo)



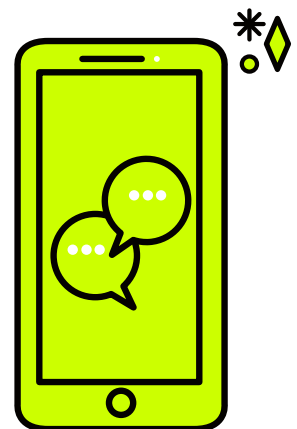
PHOTOGRAPHER/ VIDEOGRAPHER

- Selfie tutorial course on setting up and use of lighting
- Develop a way to capture people's special events that are held online
- Maintaining relationships with all the people that canceled / rebooked



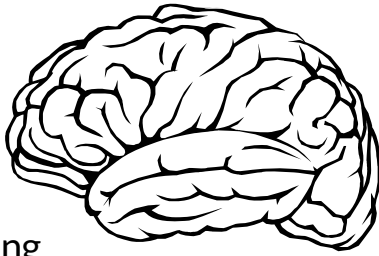
SOCIAL MEDIA MANAGER

- Contact new businesses that went online for the first time in COVID to offer services
- Tip of the day for good SM presence on your channels
- Offer a course on how to revamp your SM presence



Cheat Codes:

THERAPISTS



- Create a 5 day challenge giving strategy and coping tools to your audience. This can be done via video/livestream, audio or a combination of both
- Create a workbook for your current clients as a way for them to connect with their emotions, journal their thought processes, etc.
- Give a 30% off sale to all teachers, first responders and current clients

TRAVEL AGENT

- Teach a webinar about travel insurance
- Inform the public about travel situations and news from different countries as they evolve
- Pitch to various media outlets to speak on the state of the hospitality industry
- Prepare for the opening by sharing travel inspirations for when it is safe to go back to travel



TUTORS

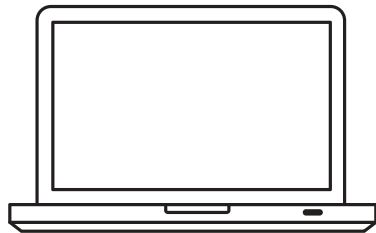
- College admissions tutoring for upcoming collegiate school year
- Target parents on social media (using ads) to sell your tutoring services
- Create a course that has 30 days of tutoring (passive income)



Cheat Codes: V-W

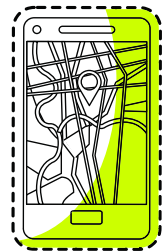
VIRTUAL ASSISTANTS

- Contact major corporations that have downsized to offer services
- Help your current clients navigate through new situation by offering new services
- Give advice online on how to improve and streamline day to day tasks online and move them from "traditional" way of doing things



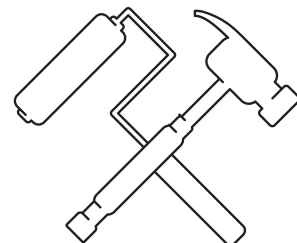
WEB DESIGNERS/APP DESIGNERS

- Create a special bundle for people launching new sites/businesses
- Help current clients expand their online presence
- Collaborate and partner with other developers because of high demand, creating a community to help and finish projects quicker



WOODWORKERS/HANDYMAN/PAINTERS/GARDENERS

- Film DIY Tutorials
- Develop specific, easy to do social media challenges
- Pre-sell services for post COVID
- Make yourself an essential business by providing "emergency" services (prep yourself with all of the PPE you need to do the job)



Cheat Codes: W-Y

WRITING / AUTHORS / BLOGGERS

- Start writing on a subject that you know well so that you can assert yourself as an authority. (If you are a gamer, you may be able to blog on the front + back end of gaming, adding value to those who share an interest in that subject.)
- Write book reviews for well-known books, and offer that as a service to smaller publishing houses or self-published authors
- Guest blog on other people's blogs; sign-up for email lists such as "Freedom With Writing" so that you can have access to paid writing opportunities and resources



YOUTUBERS

- Create ebooks for your specialties
- Collaborate with other creators (eg. hosting lives) so you get more visibility and broaden your audience
- Offer expertise and consulting to businesses and personal brands in respective specialties (i.e. how to start their own blog or channel)



“

D. SMOKE

**"IT'S JUST A QUIZ
FROM GOD.
THIS IS OUR TEST.
AH, YES."**

”