

Best Practices TO STAY HEALTHY & SUPPORT YOUR CLIENTS

COVID-19



Keeping your clients healthy, safe & informed

Choosing love in a time of fear

THIS IS BY NO MEANS AN EXHAUSTIVE LIST

- Acknowledge the current health reality to your clients
- Acknowledge any fear and resistance (from clients) and address the direct concerns head on
- Reassure your clients about your cleaning practices & procedures
- Create a newsletter with current updates about health measures being taken in your practice to keep them healthy and safe
- Create social posts acknowledging the situation in your area and address how you're taking actions to keep them healthy and safe
- Create a temporary notice/pop up on your website and/or scheduling platform acknowledging your commitment to their health
- Emphasize you are available to address any of their concerns directly

****Don't forget**** Create a plan- for yourself; IN ADVANCE- to handle cancellations and diminished bookings with any regular clients