



# RECESSION-PROOFING CHECKLIST

ELIZABETHANNPOWELL.COM

## PERSONAL FINANCES

### FINANCIAL WELLNESS CHECK-UP

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- "LIFE HAPPENS FUND" CHECK-IN
- REVISIT SHORT AND LONG TERM GOALS
- PUT A CONSCIOUS SPENDING PLAN (CSP) INTO DIGITAL FORMAT

## PERSONAL FINANCES

### STRATEGIC & SOULFUL APPROACH

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- TRACK EVERY PENNY FOR ONE MONTH
- DISTINGUISH BETWEEN FIXED AND VARIABLE EXPENSES, FOR INSIGHTS & POTENTIAL MONEY LEAKS
- USE DATA TO ALIGN CSP WITH VALUES

## 2019 REVIEW

### FOR BUSINESS OWNERS

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- CHECK-IN WITH CPA TO REVIEW BIZ EXPENSES & ID AREAS TO ADDRESS
- INSURANCE CHECKUP: ACA & OTHER
- REVIEW SOFTWARE SUBSCRIPTIONS



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## SELF EMPLOYED TIPS

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- REVIEW YOUR CLIENT MIX & INCOME
- CONSIDER CLIENT GEOGRAPHY
- REVISIT YOUR NICHE - RECESSION-PROOF? SPLURGE OR NECESSITY?
- CAN YOUR OFFERING OR PRODUCTS ADJUST TO RECESSION NEEDS?
- RESONANCE & KNOW/LIKE/TRUST
- CUSTOMER SERVICE IMPROVEMENTS
- SIMON SINEK TED TALK: "WHY" OVER "WHAT":BE INSPIRING
- BRAND REFRESH & NEW HEADSHOTS
- NETWORKING | KEVIN BACON PRINCIPLE
- ENGAGE WITH INDUSTRY INFLUENCERS
- POSITION YOURSELF FOR SHIFTS
- BLOG MORE & POST ON LINKEDIN
- ALIGN WITH SOCIAL CAUSES
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## EMPLOYEE TIPS

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- MAXIMIZE YOUR VALUE & PLAN FOR CHANGE
- RAISE PROFILE INSIDE ORGANIZATION
- DOCUMENT ACHIEVEMENTS & ASK FOR A PRIORITIES REVIEW WITH BOSS
- CROSS FUNCTIONAL NETWORKING
- ACQUIRE SKILLS & ADD TO PORTFOLIO
- CUSTOMER SERVICE IMPROVEMENTS
- PREP FOR SOLOPRENEURSHIP NOW
- COMMIT TO A SIDE HUSTLE IN JANUARY
- NETWORKING | KEVIN BACON PRINCIPLE
- ENGAGE WITH INDUSTRY INFLUENCERS
- BEEF UP LINKEDIN PROFILE & ENGAGE
- START DOING INFO INTERVIEWS
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