

"Surviving the Storm: Transformative Tactics for Digital Mavericks in Economic Uncertainty"

Or

How to Turn Crisis into Opportunity: Advanced Marketing Strategies in Challenging Times.

By Marjan Zemljic

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A Recession Can Be A Great Opportunity For A Smart Business Person



A Recession Is Like A Stinky Fart In A Classroom.

Either one is already here...

...or one is on the way.

As I write this we're on the precipice of another nasty one, maybe worse than 2008 and maybe even worse than 1929.

But not only do many people have businesses which survive recession, millionaires and even billionaires are created,

Conrad Hilton made his fortune by buying up hotels at recession-prices because he knew that a boom always follows a bust, even if it takes a while.

If you've seen the excellent movie *The Big Short* you'll know the Michael Burry made his fortune shorting the sub-prime housing market.
But let's get REAL...

You and I probably don't have the capital to buy hotels, or the financial wisdom to see bubbles in the market let alone the balls to gamble everything we have on a stock market hunch.

So we need to work smart, work on a budget and work differently to the crowd if we want to not only survive the coming recession but profit from it too!

Let's get straight to the meat and bones...

Warren Buffet famously said:

"Be fearful when others are greedy. Be greedy when others are fearful."

Buffett did exactly that during the recession.

He bought stock when everyone was sprinting away from it.

He purchased \$8 million in preferred stock from Goldman Sachs and General Electric combined at 10% interest rates.

He also bought convertible preferred shares in Swiss Re and Dow Chemical.

By 2011, Buffett had made \$10 million from the 2008 financial crisis.

So how does this convert to your online business?

Read on...

Don't Panic... **...The Sun Always Shines After The Rain**



Remember the great toilet roll shortages of the early covid days?

There were fights in supermarkets and deluxe quilted loo paper was changing hands in dodgy car park deals for twice its usual price.

We all thought we'd be wiping our butts on newsprint for the foreseeable future?

It was the same in the US

Yet according to a study from Dr. Ronalds Gonzalez, an Assistant Professor in the Department of Forest Biomaterials...

There WAS no shortage in supply.

The empty shelves were caused by panic buying and hoarding.

And that is likely to happen in the Internet Marketing space when the next recessions hits.

So sit tight and don't do anything except WATCH while you continue your normal business for a couple of weeks.

Because you'll likely see some of your competition lowering their prices, selling off their products, running firesales, offering knock-down coaching deals...

...and *yet* some of them will still go under, never to be seen again.

Much of this will be due to knee-jerk reaction and panicking.

It's also much more likely to happen if there is some kind of 'Black Swan' event that the media picks up on and becomes front-page news.

Think of the collapse of Lehman Brothers or the Federal Reserve buying AIG before it collapsed. That kind of thing.

Remember when Covid hit?

Many people reacted by doing ridiculous things

The improvised covid masks? The bubble-wrap knickers?

Yeah well you don't want to end up with the internet marketing equivalent of a water cooler bottle on your head.

Which is why I wrote this publication.

So you can not only survive the coming recession (and the ones after that and so on) but you can also make a PROFIT by doing things differently from your competition...

Don't Follow The Crowd, It Can Lead You To Make Wrong Decisions

Most online business owners are going to be scared. Even if the actual downturn or recession isn't as bad as expected, because the news is going to scaremonger as usual. Doom and gloom central.

They'll watch the media headlines and see things like this:

Economics

Unprecedented events creating 'extremely severe' risk of global recession - economist Adam Tooze

Economic historian says Australia will largely be fine, as long as China pulls off biggest financial feat the world has ever seen

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**Peter Hannam**



Soon you'll see marketers start to do things that are detrimental to their businesses.

So if you're in the online business world you'll start seeing Firesales, you'll start seeing business dropping their prices, you'll start seeing affiliates offering crazy bonuses just to make low-ticket commissions.

Behind the scenes (although you can't see it) online marketers will almost certainly be cutting their ad spend, reducing their outsourcing and sacking their employees.

They'll probably put much of their energy into sourcing cheaper website building platforms, cheaper autoresponders and maybe even swapping payment processors.

Many will dump their sales copy writers and ghostwriters and attempt to do it themselves, and almost certainly the quality of their products will drop.

They will think they're being proactive but in reality they're reacting to a situation that probably hasn't even happened yet AND focusing their attention on cutting costs rather than making sales.

When the reality is you must focus on cash flow.

It's all about panic, stress and worry WITHOUT actually assessing the situation on the ground.

Think about the great toilet paper shortages of the early Covid days that I mentioned earlier

In the early days of a recession, BEFORE any actual effects are felt from the economy, changes come about by PANIC

It's the reason we have bank runs, empty supermarket shelves and stock market collapses.

It's *perceived* threat not actual threat that triggers these events.

Sure, the shit WILL hit the fan at some point, but it won't usually be the *same* shit that everyone expects.

The events in a recession are usually different to what the herd expects.

And that's why you shouldn't follow the herd

Here's an example:

David Royce founded *Aptive Environmental*, an environmentally friendly pest control company in 2009, bang in the middle of the economic downturn.

In its first year, Aptive made \$3 million when other companies were going bankrupt all around them.

How?

By ramping up while others were fearful, as Buffett suggested.

When companies started cutting costs, Royce told *Business Insider* that he had radically beefed up his marketing, training and recruiting efforts.

"In my case, I found our marketing investment brought in sales numbers that were just as good or even better, likely because other companies panicked and took their foot off the gas. That meant there were more customers for the taking — and more revenues to help us grow our organization while others floundered,"

By the time the recession ended, Aptive had made \$23 million.

So here's what will happen in the Internet Marketing / Make Money Online niche when the coming recession hits:

Marketers will cut down on their solo ad buys, their Facebook ad buys and their customers acquisition spend.

So what should *you* do?

KEEP running solo ads, keep doing your Facebook ad buys and keep doing your customer acquisition strategy (if this has worked for you in the past of course)

You'll find that you'll have more choice of solo ad vendors to work with, they'll be much more responsive to 'deals' (haggle STRONGLY on price) and best of all...

...there will be fewer ads around to compete with in terms of views so your ad should get seen more, get more views and more clicks.

IMPORTANT: I know it's easy to assume that in a recession no one has any money to spend or cuts down on their spending but that's simply not true as I'll explain in the coming pages

And this is where you can exploit panic and a disturbance on the economy to make a profit for yourself.

Because many marketers *will* take their foot off the gas.

They'll be trying to cut costs (mostly through fear NOT through tracking their metrics or watching their numbers) and constantly worrying about money.

This also means that they'll wrongly assume that their customers and potential buyers will be doing the same.

And again, while some will, don't make the mistake of thinking everyone is in the same position in a recession...

Many information sellers made huge profits in the 1929 Great Depression *and* the 2008 crashes **because people prioritise information that can improve their situation.**

In a recession smart people no longer take their jobs for granted.

Which means they're looking around for alternative sources of income.

And as an info seller in the MMO (Make Money Online) niche you can create products that are in great demand.

Businesses that easily survived recessions in this niche focused on products and strategies that were *easy to learn, easy to understand, could be operated by pretty much anyone.*

Other really smart marketers focused on promoting affiliate products that were recession proof.

I know of one marketer who profited throughout the 2008 crash because he promoted products and courses that taught people how to fix their own cars.

Think about it - in a recession, the average person who is worried about money isn't going to take on a new car loan.

Keeping his existing car running becomes a priority, so information about how to do this, how to find the parts you need, *how to source parts from other models that also work in your car*, and other under-the-radar 'secrets' can become priority products.

Most (not all - see later) of your customers and target market's thinking will change slightly - usually because of fear (founded or unfounded) **and you need to tap into that**

You can't market the same way because the market has changed.

Old ones change, new ones arrive.

Those marketers that do try to do things own the same way that they've always done in the middle of a 1929, 2000, 2008 type recession are going to get hit hard if they don't change with the circumstances.

So don't follow the crowd.

Don't lower your prices (more on this next)

Don't stop your ad spend

Don't keep things the same - adapt and add income streams and niches (more on this coming too)

DO watch your results and track your metrics before you make changes

Don't base any decision on fear, media headline or what your competitors are doing.

Understand that some of your market *will* change and new markets will appear while existing ones vanish.

Do Not Undercut Your Competitors' Prices



In a recession people **STILL** have money.

They just prioritise their spending more.

But it doesn't work how you might think...

Did you know that tattoo parlours did extremely well during the 2008 crash?

Maybe it was because getting inked was good value for money - a tattoo lasts a long time right? - or maybe it was because people needed to feel they had control over some aspect of their life and what better than choosing to put a permanent design on your skin?

Likewise printed news, information and entertainment boomed during the 1929 crash, as did radio (although cinemas and theatre houses struggled)

So why shouldn't you lower your prices to get customers?

Well, simply because trying to compete on price during *normal times* is a crazy idea, right?

Even if you could attain the lowest price for your product, it would only be the lowest price until someone came and undercut you, and then you'd be the *second* lowest price, which is pretty useless.

So trying to compete on price in a recession is double-crazy.

Because price is no longer a major issue for recession-hit people.

If someone has decided to try to generate a new income stream as an affiliate marketer they're NOT going to go for the cheapest option - they're going to go for the BEST FIT.

And BEST FIT means a lot of things - trust, resonating with the marketer who is selling the product, previous engagement pre-recession, whether emails with questions are answered...and then price....maybe.

If you give a person a choice between changing their situation or living in abject poverty guess what they're going to do?

At least the ones with enough motivation to investigate the make money online space

And that's who you sell to.

Don't Stop Promoting Your Products



This is the single greatest economic truism of the depression:

The companies that survived and grew during the Great Depression weren't typically panicking about the recession.

Rather, they were those that continued to act as though there was nothing wrong and assumed that the public had money to spend on their services or products.

They advertised.

They innovated.

They kept working, confident the crisis would end.

This is the maths of risk versus uncertainty.

Successful Depression-era businesses didn't know how or when the Depression would end (uncertainty) but they knew it *would* end and that efforts and expenses made in the interim would pay off when it did (risk).

As I said earlier, not everyone is broke in downturns either.

Significant amounts of people increase their wealth during recessions and depressions by starting businesses, investing wisely, snapping up assets that have fallen in value and so on.

Home-study courses about how to find bargains in a depressed market will appeal to those people who have money to play with

It's about spotting an opportunity.

In 1929 a lot of dentists went under because people chose *not* to spend money on dental care.

They HAD money but their priorities were elsewhere.

During covid you likely saw press stories about people removing their own teeth with pliers, right?

Well maybe now is the time to start building an autoresponder with things in it like home dental repair kits, home tool kits (people do their own repairs), car repair courses, how to care for your animals without needing a vet etc

It will only take a few days to source affiliate products like this, and to create an autoresponder sequence ready to run your contacts through

Always remember too the in modern recessions, **conspiracy theories** come to the fore too.

Whether they're true or not doesn't matter - the fact is that SOME of your target market probably will believe them.

For you it might be just another annoying recession to hunker down and wait out

But to others It might be the opening act of The Great Reset or some other global event.

Again -whether it's true or not doesn't matter.

Just be aware that **some people will think the sky is falling and will be using some of their (perhaps limited) money supply to buy prepping equipment, or gold and silver, perhaps Bitcoin, or more guns.**

You can these mood swings in your online business especially if you incorporate affiliate marketing as one of your income streams.

It's not about 'the truth'

It's not about your opinion

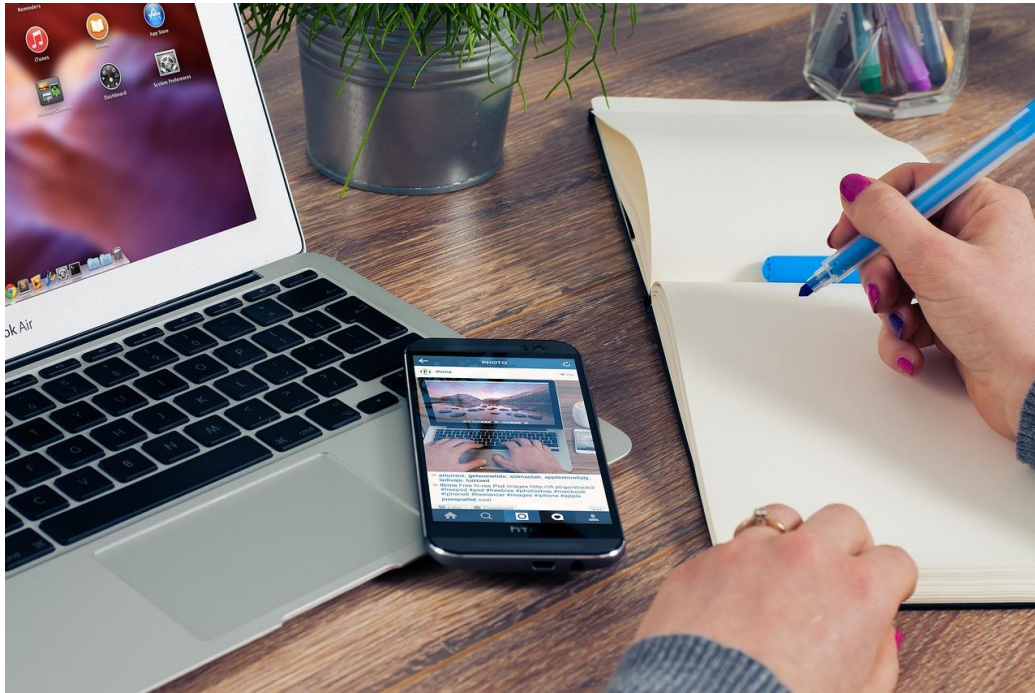
It's about how your market reacts, and how well you sell the what they need.

But to sell, you must have a steady flow of new leads coming in.

Whatever your strategy for adding leads was - doing launches and using affiliates, buying solo ads, Facebook groups, Social media...**keep doing it!**

It's worth saying again that **the businesses who survived the recessions and depressions of history were almost always the ones who kept on advertising when their competition stopped.**

Increase Your Production Of Your Products



There are a couple of reasons for this.

From a personal point of view I easily survived the 2008 crash because I was creating new products constantly. I recognised a new target audience (green newbies wanting to start an online business) and so I created a series of products that they bought avidly.

Fast forward to 2020 and the covid lockdowns.

For some reason I found it very hard to create products at this time. Maybe because I was concerned for my family's welfare more than money.

Maybe my bout of covid gave me brain-fog. I dunno.

I do know that if I haven't had a stable of existing products I might have struggled financially because I didn't create anything new for a significant amount of time. Significant to me in terms of my usual output anyway.

But there's another reason why you should create products, especially in times of recession and worry.

It's because it takes your focus OFF the stress and makes you feel better. Creating a product instantly makes you feel better - makes you feel like you're moving forward and have some control of a difficult situation.

Then of course there's this fact:

Regardless of the economic situation, people will continue to buy.

And if you don't have anything to offer them, they'll buy from your competitors.

The media is full of stories about how people are cutting down spending in order to survive, or having to choose between heating and eating.

Some people *are* in this situation and I really feel sorry for them.

But history tells us that the MAJORITY of people - those in the centre of the bell curve, not the very poor or very rich are living with a situation that isn't *too* far away from their normal life.

Not different enough for them to stop buying things anyway.

After food and bills have been paid they still have some disposable income.

And some of those people will want to spend it on something that might improve their situation, such as your course, or your training.

Then of Course there are your existing customers - your buyers - who buy much of the content you release. If you create, they will buy.

So create.

In the internet marketing and *make money online* niche you're selling to people who want to make money.

In a recession they'll almost certainly have an increased NEED or DESIRE to make money.

They'll feel a little more desperate again thanks to the media doing a grand job of scaring the living crap out of everyone on the planet.

More realistic is a situation where maybe one of a couple has lost their job, prices have increased or interest rates have increased their debt repayments or mortgage costs and they're getting worried.

If they're a motivated kind of person they'll be pretty eager to find another income stream

Which means they'll be much more receptive during hard times to any solution you can sell them, whether that's coaching, turnkey solutions, white label, PLR or other potential ways of making money

And I'll say it again - you may assume that people tighten their belts and don't spend as much during a recession

That's true in some areas.

If you're selling waistcoats for dogs you might struggle as your business is definitely classed as non-essential

(Personally I'd say they're non-essential in good times!)

So when it comes to solutions, a recession can often be the best time to sell

People will buy things that help their situation, whether that's installing a log burner in their houses to try to keep gas bills down or learning how to do affiliate marketing in order to try to create more income streams.

Recessions increase need because people are panicking more.

You can profit AND help them by providing info products, PLR and coaching that can help them to do this.

It might feel kind of predatory *but all you're doing is reacting to a market situation*, and when (for whatever reason) there is an increase in rabid buyers, you SELL to them as quickly and as much as you can.

It does bring up another point...

During the last recession and through covid to some extent, I slightly tweaked my sales copy to benefit from the situation.

Not in the same way as the media did. Not in a scaremonger way.

But just enough to acknowledge that the anxiety that some people felt about needing to create more income streams to stay secure was **100% justified**.

I suggested that they harness this anxiety and use it to channel that energy into setting up a new online business.

And of course my products could help them ;)

Yes there's a little manipulation here, but be truthful - anyone who has ever written or used a sales page to sell something online is using manipulation - usually emotional

It's just another example of recognising a situation and benefitting from it as a marketer.

Establish Flexible Payment Methods For Your Subscribers and customers



There WILL be some people who want to buy your products but for whom money is a struggle.

So give them split payment options, even if you've never used this strategy before

If you sell a course for \$197 let them pay in two or three instalments

YES you *will* get defaults.

Some will pay one instalment and not be able (or want) to pay the others

Here's the truth...

As a digital product seller it doesn't matter if you only get one payment out of three into your bank account

It's annoying but it costs you NOTHING.

Selling A digital product isn't like selling a car or a TV where you have material costs to cover.

Oncer you create a digital product (takes time once) you can sell it again and again for virtually no cost

And in a recession it's a lot better to take in \$97 for a product that would normally cost \$197 *than to take in zero.*

(Obviously your customers don't need to know this)

You can do the same with coaching.

If you normally charge \$1600 per month for daily, one-hour Skype calls, break it down weekly.

Get an up-front \$400 payment for one week, and then tell you client you'll need the next payment to commence week two.

Remember with coaching you can't get back the time you spent with your client if he didn't pay you, so I'd always recommend taking payment up front.

You can still block a month out from your diary for him, but take payments week or bi-weekly.

I'm not a fan of flexible payments to be honest, but in a recession it makes a lot of sense to do this.

Diversify Your Income Sources To Increase Your Earnings



If you've never done coaching, send out a coaching offer to your list.

Find products to promote as an affiliate if you've never done so before.

Do you have any by-products from anything you produce?

(Maybe those newsletter back issues could be bundled up and sold?)

The more *different* income streams you can put together, the easier it will be to ride out and profit from a recession when your competition is going under.

If you have any older products that you don't advertise much any more, consider selling the White Label or PLR rights to them.

If you have a list maybe consider selling solo ads.

With any luck you won't need to do the above, but you should prepare and be aware that you *might* need to do them.

If you've never done product creation, get out there and start doing some research for your first publication or course.

When the 2008 housing market crashed in a big way, many real estate agents went bankrupt. The ones that didn't were the ones who quickly diversified their income streams and went into rentals and lettings instead of just purchases

Likewise when the covid lockdowns hit, many restaurants went under.

The ones who *didn't* quickly added home delivery services or sold recipe boxes with ingredients and instructions for meals you could cook at home.

The key is to move fast.

And to do that *preparedness* helps.

So when times are good and you have time on your hands, devise a coaching package along with a sales page **and have it ready to roll out** when a crisis hits. If you can do it faster than your competition you'll have a serious advantage.

Do the same with bundles, WL or PLR offers and anything else that can be pre-prepared.

When a crash comes, many marketers will be frozen in terms of creating offers and even being able to think straight, so if you have something ready you'll be even to move fast, even if your head is also a bit fuzzy :)

When Times Become Turbulent I Recommend Shortening Your Metrics



You should already know certain metrics about your business - what your income is on a daily, weekly and monthly basis, how much you need to earn per day, week and month in order to hit your target income etc

When times become turbulent I recommend *shortening* your metrics right down to checking your stats daily if you're not already doing so.

If you find that sales from your autoresponder sequence usually bring in \$700 per week but suddenly for the last two weeks it's gone down to \$200 you're behind the curve, and also *a week behind* when it comes to working out what has changed to affect your sales.

If you check daily you're more slightly to spot problems as they happen.

So when things get weird check your stats DAILY.

You need to see problems coming before they arrive or mount up too much.

If your customers are stopping buying you need to know ASAP so you can look at solutions.

Track daily, even twice daily if you're freaked out by a situation.

If you don't, you might not spot a problem when it starts

The quote from Ernest Hemingway is a good one to keep in mind during turbulent times.

When he was asked how he went bankrupt he said:

'...Gradually, then suddenly.'

Plug All The Holes That Are Leaking



This is very related to tracking and metrics.

This was HUGE for my business when I finally discovered this approach.

Presuming you track your metrics and your figures - you should know how well your squeeze page converts, how well your checkout cart converts, your upsells, your email open rates, your clicks etc...

So then you go looking for leaks.

Places where your leads should be buying more from you but for some reason aren't.

Places in your sales funnel that don't do the job they're supposed to and money leaks out.

Anywhere that you're leaving money on the table.

This takes some discipline but weirdly it's also incredibly satisfying.

Here's how to do it:

Go through your business as a lead or subscriber would progress through, but with your marketer's eye working out all the places you're missing an opportunity.

So for example on your squeeze page, if the prospect doesn't opt-in do you leave it at that and just let him go?

You could add a exit pop-up that presents a different offer, or an alternative way to opt-in or a message that convinces him to stay instead of leave

You can't plug *all* the gaps and fix all the leaks of course, but by doing what you can, your metrics will change dramatically for the better.

On your sales pages, could you introduce a 'Premium 'option?

Maybe a bump upsell on the checkout page?

Perhaps an 'add this to your purchase 'or 'upgrade your order 'and offer a coaching package, or accountability service.

On the delivery pages for your product or service could you link to related products that you offer, or affiliate products via your link?

With your follow-up communications could you occasionally slip two emails in, on a particular day now and again?

Having an unsubscribe process where you try to convince the unsubscribing lead to stay on your list or instead offer your new sub-routine journey or bribe to stay?

There are multiple ways you can make your process-driven business 'water-tight', or at least much more than it was before.

It just takes a little thinking about, and the willingness to put the work in to create the extras involved.

Again with good tools this will be quite easy.

IMPORTANT: Simply plugging the leaks in your existing business **ALONE** can be enough to see you safely through a recession.

Most marketers never do this.

Add High-Ticket *Done For You* Services



So here's the thing...

As I said earlier, not everyone is broke during an economic downturn, hyperinflation or even a depression.

But many of your competitors will assume exactly that.

So they'll reduce their prices and try to find other ways to get customers.

They'll discount add extra services, perhaps even give cashback or huge bonuses just to get low ticket sales.

This will hurt their business in a big way.

Instead, and to add thousands to your bottom line, **add high-ticket done for you services to your catalogue and don't try to second guess who has money and who doesn't**

If you reduce your usual products to half price, then while you might pick up a few sales from people who buy on price you will ALSO be giving your products away for half price to customers who would gladly have paid full-price for them

Whereas if you add a high-ticket *Done For You* service to your catalogue you can let those prospects who are happy to pay (for example) \$5000 for a ready-made sales funnel complete with unique info product *come to you*

You don't know your customers' situation or circumstances in a recession so don't try to guess - just continue creating offers.

You might have had an idea of your demographic or target market BEFORE the recession but the fact is now you're guessing.

But if you offer a high-ticket *Done For You* service that basically gives your customer a ready-to-go sales funnel to start earning from, where there ones who want it can just come up and buy it from you.

Even better it costs you ZERO apart from time to set up because you're only basically creating a sales page!

When you get a customer THEN you'll start talking about the package they want creating, the time scale and so on.

In a recession freelancers won't be getting as much work because as I said earlier, much of your competition will just stop hiring or even fire their teams.

So you'll be able to bargain with freelancers on price, on time and on quality and quantity of work.

This means more margin for you.

Give Your Customers Solutions That Fix A Desperate Situation



Your job is to get your customers to *where they want to be*.

You provide a solution that fixes their problem.

And this is even more true in the middle of a recession.

So if you focus on the problem and deliver a solution you'll have no trouble selling.

For example The Yellow Pages came about in the great depression because it gave struggling consumers an efficient opportunity for comparison shopping.

Instead of wasting precious gas or—more often—shoe leather, they could “let their fingers do the walking” in search of the best deals.

AirBnB started in the 2007/8 downturn because hotels were becoming too expensive and renting a sofa bed in someone’s attic or a room in a duplex was much more affordable.

And as I’ve said previously - many of your customers will be in a situation they want to get OUT of, and your products can help them to do this.

Assume That The Recession Will Last For Years



Recessions don’t end overnight, they usually take years for things to get back to how they were.

The Great Depression hit in 1929 but it wasn’t until the summer of 1932 that the market finally hit bottom and started to turn upwards again.

So plan ahead.

Change how you do things according to the information in this publication and be flexible as things either get better or worse.

I know a marketer who employs ghostwriters when times are good to create products on an ongoing basis for several months.

Most of these he'll sell as product launches throughout the normal year but a small number will be put aside on the back burner but ready to go at an hour's notice if a recession hits or he needs a cash injection.

So he has the sales page created, all the linking, shopping cart, affiliate pages and everything ready to go.

When things went belly up in 2008 he fired all his outsourcers (yes harsh but he needed his business to survive) to cut costs and released, one after the other, the products he'd had created and stored up when times were good.

There's another more psychological aspect to this too.

When a recession hits, probably the two biggest emotions to hit most business owners are fear and panic.

And it's impossible to think straight when that happens, let alone come up with good product ideas and start to create them.

So if you have several good offers ready to go, you can launch them without really thinking about it and give yourself breathing space to calm down and think about what happens next.

I KNOW that in reality creating products and not launching them (i.e. leaving money on the table) is difficult when times are good, but it will give you a distinct advantage over your competition in difficult times.

Investigate potential lines of credit and funding sources BEFORE you need them too

In 2008 it suddenly became very difficult to get credit and the credit that was available became very expensive.

All the balance and money transfer offers that were available on your credit card for years vanished overnight, overdrafts became difficult to obtain and cashflow got tight.

One thing is certain - recessions are part of the economic cycle which means you can be sure that at some point there's another one coming. **So start planning for it now .**

I wish you all the best.

Marijan Zemljic