

Three Actions to Take When Stay-at-Home Orders End

Your business may have been open during the coronavirus pandemic, but most of your customers were stuck at home for the last month.

Many states are beginning to lift stay-at-home orders in May.

Here's how to fill your calendar with painting jobs as people begin to get back to living their lives.



Offer Contactless Service

States are opening, but people are still worried about getting coronavirus. Every day, food and service providers are reminding your customers of the danger by flooding their email with offers of contactless service. Explain how you'll keep customers safe when painting inside and outside of their house and when taking payment.



Emphasize Change

Many people have been forced to stare at their own walls for the last month. Whether or not they wanted a new look in their house before coronavirus, they might be ready to make some changes once they feel safe having contractors in their house. Marketing a change of scenery inside of people's homes may bring in new customers.



Help Your Community

Every community has been affected by this crisis. Finding a way to contribute your time and services is good for your community and your reputation. Collect food for your local food pantry. Offer discounted service to those volunteering in your community. Many communities are especially in need of blood donation and animal shelter volunteers.

Always bear in mind that your own resolution to success is more important than any other one thing.

Abraham Lincoln



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