



Hour 0-6: Stabilize

- ☐ Confirm everyone on your team is safe — take a headcount, check in one by one.
- ☐ Secure the physical location if it's safe to do so. Photograph everything before you touch anything — insurance needs it.
- ☐ Activate your emergency contact tree — decide in advance who calls whom, so nobody's guessing.
- ☐ Post one clear message everywhere your customers look — website, socials, voicemail: “We are safe. We are closed. We'll update you by [time].”

Hour 6-24: Communicate

- ☐ Tell your best customers first, personally if you can. They're your raving fans — the ones who stay when others go quiet.
- ☐ Set expectations, not promises. “We'll update you by [time]” beats “we'll be back tomorrow” if you're not sure yet.
- ☐ Reach out to your 3 most critical vendors or suppliers before they have to reach out to you.
- ☐ Check your insurance policy now, not next week.

Hour 24-72: Stabilize Revenue

- ☐ Ask which of the three ways to grow a business you can lean on right now: can you serve more people, a bigger transaction, or more often — even temporarily, even differently than usual?
- ☐ Find one small “we're still here for you” offer you can over-deliver on this week. It doesn't need to be big. It needs to be real.
- ☐ Use proximity — call someone in your network who's been through this before. You are not the first business to face this.
- ☐ Write down one compelling future for your business in a single sentence — something you can say out loud when your team is scared.

Beyond 72 Hours: Build the Muscle Before You Need It

- ☐ Save your ideal customers' emergency contact info now, before you need it.
- ☐ Keep this checklist somewhere that survives a power outage — printed and saved to the cloud.
- ☐ Revisit and rehearse it once a year. Don't wait for the next disaster to read it for the first time.