***Today's BEST list of "Fighting Back from our Current Virus Emergency Issues " ideas from Top Retailers***

**\* VISIBLE and TOTAL hygiene discipline .**.. with anti-bacterial pumps and clean Lysol scent. Also, posting photos online and on the website  of "deep cleaning" activities....

**\* A kind and intimate email, FB, IG, and in-store posted statement NOW**about your commitment to WHATEVER cautious care and services are needed during this emergency.

**\* An open offer of encouragement to deliver, USPS, UPS or FedEx a client's order**....and then, include a fun surprise**. ( P.S. Your client will want delivery and shipping  to be at no charge!)**

**\* An open offer of NO penalty, no hassle returns while shopping online or ordering by phone/email**and give immediate credit, **however it was paid.** (Of course, tags must be affixed.)

With trips, reservations, and flights getting only in-house credit, this is vital.

**\* MORE FB Lives, FaceTime, animated posts, and enticing videos to show new stock,** with EASY call to action, choosing, and click-buttons to buy. Also, focus on "buy online ... pick up in store" options.

**\* Create "Stitch Fix"- like personal stylist bundles for your regular clients, completely accessorized.**Deliver to them, or allow client to pick up quickly on approval.

**OFFER to pick up what's not kept,**and follow up with visual suggestions on how to wear their sassy new items.

**\* Virtual Couponing and Bonusing**using new tech, in a personal email, or just a **QR** code. **Surprises like this are force multipliers!**

**\* PROUDLY show what's "Made in America"** in your store or assortment right now. One client posted that he is ordering his coffee bags from the

US from now on and had a HUGE positive response.

**\* Use your staff and the power of a GREAT visual story**. Whether a posted video of **"This is Lauren's favorite new item, and WHY!"**, or

**"How adorable is this new outfit for Easter, and - here's how to wear it to work."**

**\* Flash Contests, What's your favorite?, "Be the Buyer", and posts such as** **"First person who responds gets a free pair of our new sunglasses".**

NOT just clicking, but **engaging is our goal.**

**\* LAST - and a favorite- *ASK how your clients need you to help them now!***One retailer reported that a client just wanted a bright new top to wear, and didn't want

to make a trip to the store. Options were delivered, items chosen, and BOTH client and store are happy! Take the time ... do a survey!

**That's all for now but SO proud of our retail community for sharing all of these boosters with us today!**

PLEASE, feel invited to share,

Rita the Retailer ;-)