

# Using Current Economic Trends to Attract Business Partners

Monday November 1, 2021

- TNL: November 9th at 7:30 Pm CT [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- This week's "Product Focus:" – Mannaboom
- Social Media Saturday's with Lindsay.... <https://zoom.us/j/92316191159>
- For a limited time, Associates and Customers will **receive FREE Ground/Standard shipping for One Time Orders placed at \$199.00 or over.**
- Fast Start Unilevel Promotion – Help your New Associates Enrolled between Oct 1 and Jan 31 – More Details <https://allaboutmannatech.com/new-rewards-for-new-associates-limited-time-promotion/>

## First Lets look at 4 Articles on some of those "Post-Pandemic Trends

### **1. Article "7 Trends for Adapting to a Post Pandemic World,** Forbes Advisory Council 7/7/21

- #1 The Wellness First Workplace
- #2 Brand Stands or Purpose-Washing
- #3 Brand Bonding Experience
- #4 Upskilling vs. Hoarding
- #5 Hyper-local Future and Hygienic Demands
- #6 Isolation Yields Togetherness
- #7 Zero waste as the New Necessity

### **2. The Emerging Post-Pandemic Trends** Corie Stark in "Sales and Marketing" needs date

- #1 Tone Deaf Marketing is Out
- #2 Heightened Focus on Employee Health and Engagement
- #3 Shift to More Frequent and Unique Online Experiences
- #4 Increased Personalization Across the Web
- #5 Investing More in Digital Marketing and Other Technology

### **3. 9 Future of Work Trends Post-Covid-19,** Smarter with Gartner

- #1 Increase in Remote Working
- #2 Expanded Data Collection
- #3 Contingent Worker Expansion
- #4 Expanded employer role as a social safety net
- #5 Separation of Critical Skills and Roles
- #6 (De-) Humanization of Employees
- #7 Emergence of new top-tier Employers
- #8 Transition from designing for efficiency to designing for Resilience
- #9: Increase in organization complexity

### **4. Consumer Behavior: 13 Post-Pandemic Trends to Watch** May 21, 2020 E-Commerce Marketing

- #1 Less Enthusiasm for In-Store Visits
- #2 Consumers are concerned
- #3 Workplaces Shifting to the Home
- #4 Contactless Payments

- #5 Focus on Self Improvement
- #6 Interactions go Virtual
- #7 People are Looking to Economize
- #8 Stories Stories Stories
- #9 A Surge in Travel and Experiences
- #10 Purpose and Social Good are More Important than Ever
- #11 Changing Attitudes to Privacy
- #12 Increase to Online Media Usage
- #13 The Best is Yet to Come

**5. The New Consumer: the Top Trends Shaping the Post-Pandemic Shopper, US Chamber of Commerce**

- #1 Through this pandemic, one of the big lessons we've learned is we are actually stewards of the communities we operate in.
- #2 While consumers are expressing more concern about social values of retailers, top value for the dollar is still a great concern.
- #3 Shopping how, when and where they want.
- #4 They want to feel welcome!

Suggested language to use in emails or social media posts.

1. "History has taught us over and over that every time we have a great crisis there comes incredible opportunities! Remember the real estate crisis in the early 2000's? How many of you bought at 50 cents on the dollar? The World Trade Towers collapse when airlines stocks took a severe dive creating the opportunity to double or triple your money if you captured the moment? Well, this pandemic is no different! Are you ready to take a look at something and potentially "ride the wave" that is about to hit? Building our team NOW! Send me a private message if you have any interest in learning more."
2. "Did you know that one MAJOR side effect of this pandemic was that 1.8 million women dropped out of the Labor Force (Politico 7/21/2021) or you can take the ABC News in March, 2021, that placed the number at 2.3 million!! Staggering statistics!! With every downturn is a huge upside! If this is YOUR time to bring solution to these women and ride this wave, capturing this perfect time, then send me a private message! "
3. "The current pandemic has brought an increased attention to health and wellness, as the stats have shown a large percentage of those who had the hardest time with the virus already had a health challenge! Why not become a part of the solution! How? By helping people everywhere reach greater personal health allowing their bodies to do what they were created to do. This awareness creates great demand. Send me a private message to find out if this is a great opportunity for you!"
4. "Have you read the papers lately??? Economists everywhere are projecting 'off the charts' inflation rates over the next 12-18 months as part of the pandemic side effects! How are YOU protecting yourself and/or your family before the lion's share of that hits you? Send me a private message to see if this might be a great opportunity for you to look at a great solution."