



The New Economy Cheatsheet

A cheatsheet for navigating COVID-19, the recession and coming out on top as a leader in the New Economy. For more detail, see the industry briefing at...

andrewramsdendotcom/dot/economy



New Economy Trends

These trends will deepen for the foreseeable future and some will last for generations.



Strapped



At home



Local supply



Sprawling estates



Self-soothing



Wellbeing



Mental health



ONLINE

Critical customer needs



Cost-effective options



Online, in-home & delivered



Connection, community and support



Leadership & guidance

Major growth opportunities



Remote / online sessions and training material

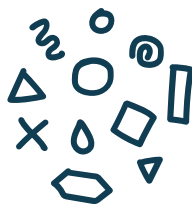


Group programs & memberships



Online communities & tribes

Principles to follow



Diversify
Products and lead sources



Partner up
Leads + Complete solutions



Shake it up!
Build a better mousetrap



Keep it lean
Think big. Start small.



**KEEP
CALM
AND
BAU**

#KeepCalmAndBAU #BusinessAsUnusual

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