COMMUNICATING THROUGH A CRISIS

HOW TO DRAFT AN EFFECTIVE MESSAGE - CUSTOMER EDITION

Whether you're writing a notice, a press release, a social media message, or creating a video message, there are certain things you need to communicate to maintain trust and loyalty with your customers, partners, and employees.

Make sure to do these three things and your customers will know they can trust you to deliver for them now, or after the crisis has passed.

1. Communicate CALM AUTHORITY
2. Communicate in human, emotional terms
3. Be brief, clear, specific, and helpful

Nail these 5 statements - answer these questions - and you'll have all the components of an effective crisis message.

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1. Greet Them   Who are you to ME?

Identify yourself (your brand) clearly and quickly. Tell them up front why you're talking or writing to them. This is especially important if you're making a video and they know your logo more than they know your face.

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2. Express Empathy   Do you care about ME?

It is imperative that you acknowledge your understanding of **their** situation. That you understand how things are impacting **their** lives.

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3. Tell Them How You're Responding   **What's Changing for ME?**

How are you dealing with the situation? From **their** perspective? (two parts)
A. How are things changing for **them**?

B. What are you doing to help **them**?

4. Be their Guide Through Uncertainty   **What are you doing for ME?**

Tell them what they can do for you. Tell them what they should be doing right now that will help you to help them. People crave direction in a crisis. Call them to action. Tell them what they can do to help you. Thank them for their patience, or attention, or understanding through the crisis.

5. Assure Them   **Do you understand ME?**

Remind them that you're keeping your eye on the ball, which from their perspective is keeping their lives as normal as possible. Remind them that you're there for **them** and will continue working to solve **their** problems.