



7 Secrets of A Post-COVID World 95% of Business Owners Don't Know

(And What It's Costing)



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INTRODUCTION

Business will *never* be the same.

No, that's not hyperbole. It's what happens with disruption, and in this case, we've experienced a decade and a half of abrupt shifts in the way we work. All in less than 18 months.

Think about that for a moment.

As a small business owner, founder, or CEO, you're paid to stay on the cutting edge of an ever-changing world.

Otherwise, you miss huge opportunities for rapid growth at best or wind up at the graveyard with the other 50% of businesses that fail after 5 years.¹

But not you, right?

In this short eBook, you're going to discover ***The 7 Secrets Of a Post-COVID World 95% Of Business Owners Don't Know*** and are woefully ignoring.

By knowing these secrets and actively addressing them in your business, organization, and teams, you'll not only stay ahead of the curve, but you'll flip the script and turn them into your competitive advantages.

Here's why...

You'll be at the forefront of a changing world and equipped with the latest tools, tech, and pillars that will become mainstays for decades to come.

As a result, you'll adapt faster to a changing world, stay ahead of consumer demands and become not simply another option for clients, but "the" option.

In addition, you'll ensure you don't succumb to the surprising consequences of a remote economy, protect your privacy, and streamline your operations in a world where business has forever changed.

Let's dive in...

¹ Source: 50% of businesses fail in their first 5 years. What's the secret for those that survive? – VentureBeat

SECRET NO. 1

DISRUPTION EQUALS DESTRUCTION OR DOMINATION

Disruption, by definition, *never* goes back to “normal.”

Once something changes, it becomes the new norm. A societal habit, if you will. See: *texting replacing phone calls with smartphones, TSA screenings after 9/11, Uber replacing taxi cabs.*

In fact, business owners longing for the pre-pandemic life, for a return to physical workspaces, for the boundaries between home life and work to be re-incorporated-are simply wasting their time.

Case in point: in the past, only 31% of employees worked from home. During the pandemic, this number hovered around 88% to 91%.²

The first secret is simple: **change is here to stay**. Every business owner must accept this wholeheartedly and not get stuck in a feedback loop of the “way it used to be.”

Especially now, because we’re barely starting to see the *fundamental* shifts that will become apparent during the next 12 to 24 months.

KEY INSIGHT

Instead of remembering how business “used” to be, position your organization with a keen eye towards the future in every facet of your business. Examine the places you’re currently stuck, and start to look 5-10 years down the line.

Those days are long gone, and what will determine your organization’s success is a little superpower called adaptation.

² Source: Work From Home Experience Survey Results – Global Workplace Analytics

SECRET NO. 2

ADAPTATION = SUPERPOWER

Who wins in a changing world?

It's *not* those with the most capital.

It's *not* those with the best human resources.

It's *not* those with the flashiest marketing or latest “buzz.”

While some of those can certainly move the needle, there's one core determinant of your business success in a post-COVID world:

Your ability to adapt as a leader and as a collective team or organization, including:

- Those who harness adaptation will stay on the cutting edge of new virtual workspaces, brand-new tech, and evolving consumer and employee expectations.
- Those who disregard adaptation will lag behind, be slow adopters of new technology and expectations, and miss the boat entirely when it comes to the next decade.



KEY INSIGHT

Take inventory of how you're doing business in your day-to-day and identify where you haven't fully adapted. In turn, these become your new leverage points as you prioritize changes to keep up with the times.

Don't fret, because as a business owner, you're already keen to adapt.

However, one of the keys to a quick, swift, and seamless adaptation is the ability to simplify in a complex business landscape.

In other words, simple wins.

SECRET NO. 3

SIMPLICITY WINS (AND PAYS BIG)

In today's world, consumers are actively valuing the ~~best~~ simplest choice.

Why?

Because most of our lives and businesses have exponentially grown in complexity due to digital demands, the blurring of work and home life, and a 24/7 stream of stimulus.

Even if there's a *better* alternative to solve your consumers problems, they'll choose the one with the simplest offering. In fact, 64% of consumers are willing to pay *more* for simpler experiences.³

But it's not simply about consumers. It's about the way you operate as a leader, CEO, and business from the top down, ensuring you're:

³ Source: Realize the power of simplicity – Siegel+Gale

- **Simplifying your fundamentals.** How you structure your business, operations, finances, addresses.
- **Simplifying your internal business.** How you structure and develop your business processes, tools, and communication.
- **Simplifying your external marketing.** The ways you communicate your brand, product, or services to prospects and potential customers.

KEY INSIGHT

Take inventory of your current business from every facet: internal, external as well as your personal life. What can you simplify? What needs to be streamlined? What can you outsource, delegate, or eliminate?

As a small business owner, you have an advantage your larger competitors don't: you can keep things simple and eliminate useless red tape that comes with bureaucracies.

Consequently, you'll harness the unendurable force of the Remote Economy that is here to stay.



SECRET NO. 4

REMOTE ECONOMY IS ONLY GETTING STARTED

Many articles in major news media promise a return to a physical workspace...but they're dead wrong.

Surely, there will be a re-calibration once COVID-19 settles down, but remember:

We are habitual by nature, and habits aren't only personal. They're the collective habits of our world, our society, and our business landscape. These behaviors become cultural norms and are near impossible to break.

In other words: **the remote economy isn't going *anywhere*.**

In fact, according to a Slack report of 4,700 knowledge works, only 12% want to return to full-time office work.⁴

What does the future hold?

Leadership teams will be scattered across the world. Employees will have more autonomy and freedom to dictate their schedules. Some may go into the office a few times a week, some none at all. Business travel will continue to plummet as virtual workspaces will only improve.

The remote economy is here to stay.

KEY INSIGHT

Instead of thinking about the Remote Economy as a temporary band-aid, see it as the future, which will exponentially grow. Look 10 years down the line: what do you need to do now to stay ahead of the curve?

⁴ Source: Moving beyond remote: Workplace transformation in the wake of Covid-19 – Slack

SECRET NO. 5

LOCATION STILL MATTERS (EVEN IN A VIRTUAL WORLD)

In a remote world, the office becomes a relic as retreats are done off-site, sales meetings are done virtually, and your customer fulfills their needs online.

However, a remote economy also presents challenges to business owners, CEOs, and entrepreneurs:

- **Lack of physical presence.** Even in a digital world, consumers still crave a physical presence. Sounds odd, right? We'll expand on this below, but a physical presence boosts authority, professionalism, and trust.
- **Headquarters become 'home.'** For many business owners, their HQ is now their converted third bedroom. While this can surely come with advantages, there are also downsides.
- **Managing influx is scattered.** Having a physical location where team members gathered created efficient touchpoints. From simple things like managing mail, delegating tasks, and privacy concerns...these were taken care of because of a central hub.



The good news? There's plenty of ways to turn these challenges into opportunities, for example:

- A lack of physical presence can be fixed by adopting a prestigious virtual address in a metropolitan city.
- Headquarters can still be your home, a co-working space, or a coffee shop at times, but to the outside world, it can be a “real” location.
- Adopting a virtual mailbox allows you to save precious time, energy, and money and only accept mail that has been pre-scanned and approved.

KEY INSIGHT

While running your business virtually is not only possible but more accessible than ever, it's important to remember the power of physical spaces in the eyes of business partnerships, vendors, investors, and consumers. Find easy solutions to bridge the best of both worlds.

SECRET NO. 6

ONLINE REPUTATION IS MORE VALUABLE THAN EVER

Before anyone does business with a brand, they've got their thumbs on Google's search box. In fact, this first interaction with a company can make or break the entire transaction.

Making a stellar first impression instantly builds trust and professionalism.

However, if a potential partner or customer searches your business and doesn't find much, it can lead them to question your entire operation.

Why? These days, 88% of consumers research products or brands online before making a purchasing decision or contacting them.⁵

⁵ Source: 88 percent of US consumers research products online to buy in-store – FashionUnited

Today, the importance of your online reputation has exponentially increased overnight, and specifically:

- **Google Searches.** If your company no longer has a physical presence, you'll be drowned out by Google Searches who prioritize real-life addresses and landmarks in their search rankings.
- **Addresses and Location.** Does an address in Grinnell, Iowa, or a bustling metropolis like downtown Vancouver make you stand out further? No offense to smaller cities, but a well-known city will sway most consumers.
- **Continuity.** Having a consistent address across years or decades leads to increased search authority and rankings but also less hassle. Imagine having to change cards, letterheads, bills, vendor contracts, and mail forwarding when you move residences. No, thanks.

While these may sound obvious, they've become a mere afterthought in a post-COVID world.

KEY INSIGHT

Examine your online reputation with incognito searches. What comes up? What kind of authority does your business have? What addresses, locations, and landmarks are part of the process? This is an easy fix, yet often overlooked.



SECRET NO. 7

PRIVACY IS NOW A NON-NEGOTIABLE PRIORITY

Privacy will never be the same.

When an entire business ecosystem turns digital, it creates new problems in the form of privacy: document security, meeting infrastructure, and encryption needs.

The digitization of essential documents, signatures, and bank accounts becomes a pivotal issue.

With our work lives invading our homes, it's easy to lose privacy. People now have access to you in your most sacred spaces, your living room and converted offices.

Furthermore, the last thing you want to do is use your home address, giving away this information can lead to people having unbridled access to all types of other data, including:

- Family and Children's Names
- Home Ownership Status and Numbers
- Personal ID Numbers
- Former Addresses and Employers
- Vehicle IDs, etc

No, thank you.

Instead, make sure to safeguard this information, prioritize privacy, and *never* use your home address for business.

KEY INSIGHT

Avoid using your home address for any reason, even shared internally amongst team members. You never know where it will end up, and people will be armed with crucial data that intruders can use against you.

WHY BUSINESS OWNERS ARE FLOCKING TO VIRTUAL ADDRESSES

These liabilities of a post-COVID world often don't get addressed until it's too late: a privacy issue, a colossal dip in Google's rankings, or a missed contract due to a customer's unease.

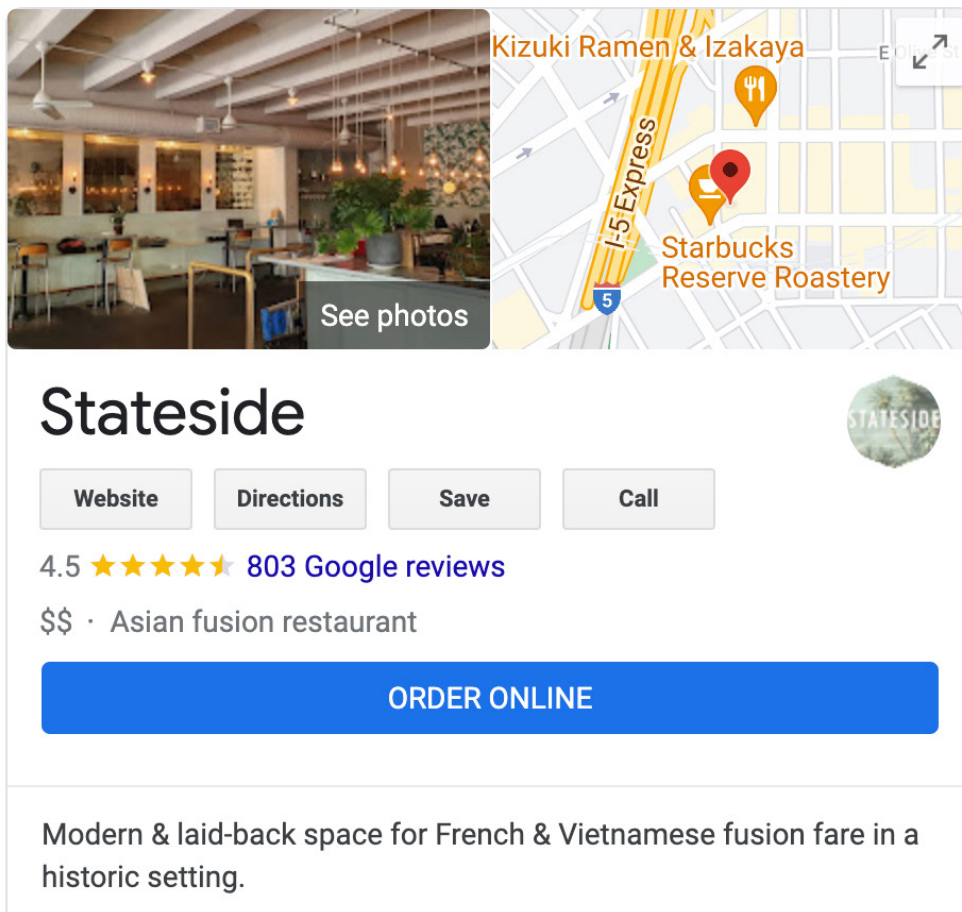
So, what's the solution?

Today, thousands of business owners are flocking to virtual addresses in prestigious locations that boost their authority and credibility while keeping their much-needed privacy in check.

But that's not all.

BONUS INSIGHT

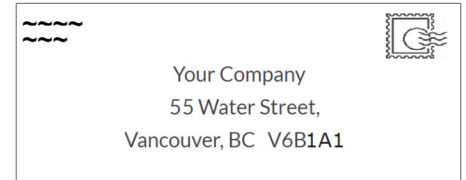
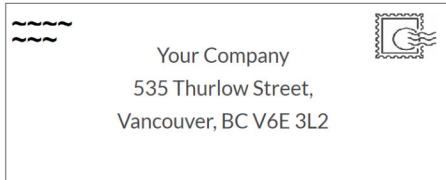
Having a virtual address (rooted in a real location) gives you an important Google My Business listing, boosting your authority and becoming an instant lead generator for your business.



The screenshot shows a Google My Business profile for 'Stateside'. At the top left is a photo of the restaurant's interior with a 'See photos' button. To the right is a map showing the location near 'I-5 Express', 'Kizuki Ramen & Izakaya', and 'Starbucks Reserve Roastery'. Below the images, the name 'Stateside' is displayed with a circular logo. Action buttons for 'Website', 'Directions', 'Save', and 'Call' are visible. The listing features a 4.5-star rating from 803 Google reviews and is categorized as '\$\$ · Asian fusion restaurant'. A prominent blue 'ORDER ONLINE' button is present. At the bottom, a short description reads: 'Modern & laid-back space for French & Vietnamese fusion fare in a historic setting.'

At **The Profile**, we've helped countless business owners, founders, and CEOs stay ahead of the virtual demands of work and simplify their lives with a prestigious downtown Vancouver address, dedicated phone line, and 100% virtual mail services.

In fact, any of these three Vancouver addresses could be yours:



Unlike many of our competitors in the space, our virtual address services are our primary business, not a random “add-on” that gets little attention. Instead, it’s what our team has done for the last decade.



Thank you so much for taking the time to read this short, yet powerful eBook!

I hope it provided valuable insight into the post-COVID world outlook, how you can implement what you learned in the eBook into your business and ensure you have a strong foundation going forward.

If you're ready to turn these secrets into opportunities, stay ahead of the curve and simplify your entire business for much less than the cost of a daily coffee, click the button below now:

 [Click Here To Start](#)



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