

# Small Business Emergency Readiness Checklist

A BUSINESS CONTINUITY FRAMEWORK FOR SMALL BUSINESS OWNERS

Designed by a marketing strategist and business continuity consultant to help small businesses stay operational during life transitions

## ★ SECTION 1: PREPARE YOUR BUSINESS (Before Life Happens)

### Business Operations Snapshot

Business Name:

Emergency Access Email/Login:

Primary Contact Person (if you're unavailable):

Website:

### Vital Business

- Inventory System is up to date
- Pending orders are being tracked
- Fulfillment/delivery instructions are documented
- Passwords stored securely (LastPass, 1Password, etc.)
- Key platform logins shared with designated contact (social, email)

### Tools & Tech Access

Access granted to:

- Website (Shopify, WooCommerce, etc.)
- Order platform (Square, Stripe, PayPal, etc.)
- Email service provider (Mailchimp, Flodesk, etc.)
- Social media scheduler
- Inventory/fulfillment apps

## ★ SECTION 2: PROTECT YOUR DAY-TO-DAY OPERATIONS

### Staff & Task delegation

Identify who keeps things moving when you're not available

- Who oversees local shop (if applicable): \_\_\_\_\_
- List of daily, weekly, monthly responsibilities created
- VA or temp support hired or pre-vetted (if applicable)
- Point person(s) identified: \_\_\_\_\_
- Who handles orders/returns: \_\_\_\_\_
- Who handles customer messages: \_\_\_\_\_

### Backup Contact Information

- Backup decision maker:
- Website/Shop access contact:
- Financial emergency contact:

### Financial Safeguards

- Current outstanding invoices reviewed
- Auto-pay set for critical services (website, shipping, payroll)
- Emergency budget reviewed
- Trusted person authorized to approve urgent purchases

## ★ SECTION 3: STABILIZE YOUR CUSTOMER EXPERIENCE

Clear communication protects trust — even during uncertain moments.

### Customer Communication Plan

- Email auto-responder is turned on (include timeframe + contact info)
- Social media status/update posted
- Temporary hours posted (website, Google, Yelp)
- Script/template drafted for customer inquiries

### Quick-Start Guide – 5 Actions in a Crisis

- Notify customers using a prepared email or social post
- Pause ads or non-essential campaigns
- Alert fulfillment partner or designate backup
- Assign emergency contact to monitor orders
- Review calendar & reschedule anything non-urgent

### Before You Close This Checklist — Ask Yourself

- If I needed to step away tomorrow, what would break first?
- Who could access my business tools without me?
- What message would my customers hear from me?



### If This Felt Overwhelming — You're Not Alone.

This checklist is designed to help you see where your business is strong — and where it may need support.

Some business owners use this as a planning tool. Others decide they'd rather have guidance implementing it.

Either way, stability is something you don't have to figure out alone.

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Helping small businesses stay operational through life's big moments.