

The Elephant in the Room

Let's Recession-Proof Your Business

Ashley Alderson, CEO of The Boutique Hub and Hubventory

MAGIC



Negative Thoughts 7x.
Spoken Words 10x.

What you fill your mind with, will become your reality.



the economy...

4 reasons the economy looks like it's crumbling – and what to do about it



By [David Goldman](#), CNN Business
Updated 8:59 AM ET, Sat May 14, 2022

NEWSLETTER

Fear The Vibe Shift: Are We Entering A Recession?

May 31, 2022 · 10:34 AM ET

SMALL BUSINESS PLAYBOOK

Main Street is convinced that a recession will hit the U.S. economy this year

PUBLISHED THU, MAY 5 2022·9:14 AM EDT | UPDATED THU, MAY 5 2022·8:56 PM EDT



Eric Rosenbaum
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DOOM SPIRAL.

Playgrounds today vs 1980's

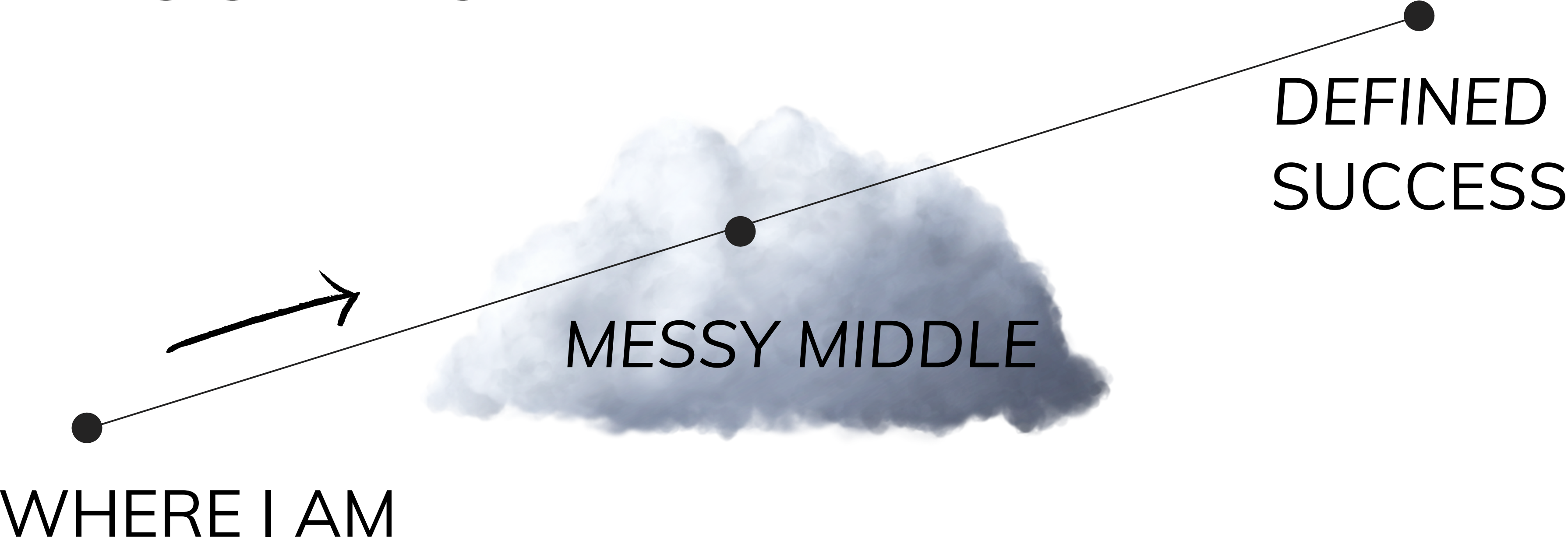
HUB



Newsflash.

I'm an entrepreneur. I eat risk for breakfast.

DOOM DUMP

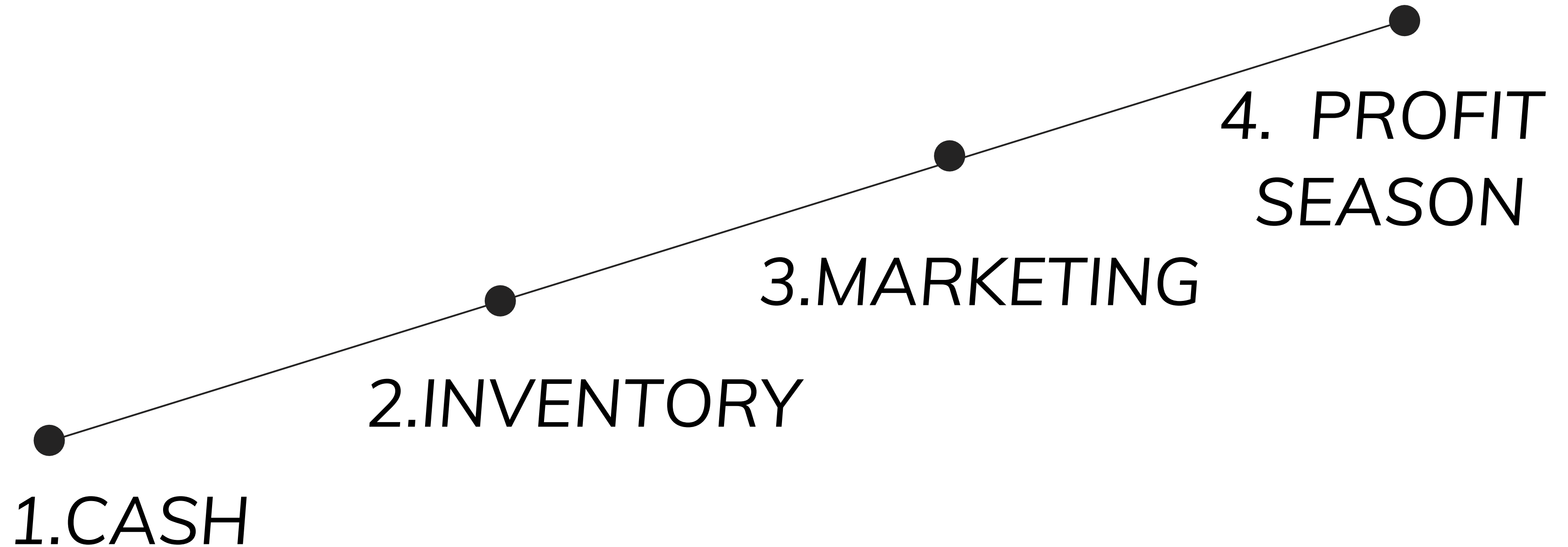


ATTACK THE UNKNOWN.

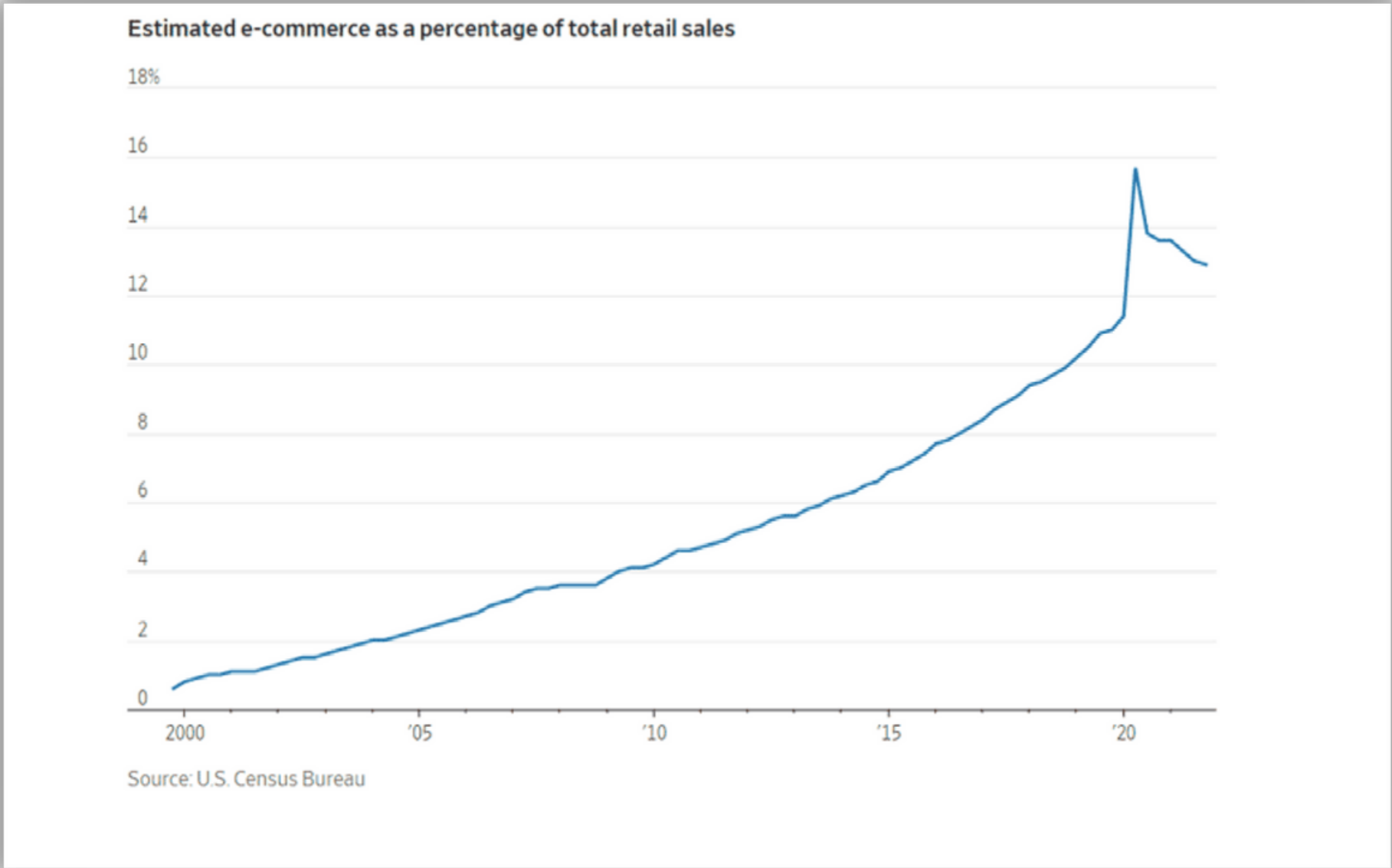


- What is the worst thing that can happen to me? Name it, ask why 3x.
- What is my ultimate vision and big scary goal?
- What is the messy middle? What steps can I take to start?

Let's make your messy middle a plan:



1.CASH



What are my revenue projections & what am I comparing them to?

2022 vs 2019

Ecom sales trend

Expenses v Investments:

- **Expenses:** Leases, unused subscriptions, extra stickers, paper, travel, splurges. Undertrained staff (perk...employment market is changing)
- **Investments:** What gives a payback. Payroll, education, inventory, ads that are working.



Do you have an expense problem or an income problem? Choose where you focus attention wisely.

You can't grow a
business by cutting
expenses.

New Revenue Focus

- Pricing
- Shipping
- 99 cents
- Affiliate Revenue
- Recurring Revenue
- Value-based marketing - B/S/T





2. Inventory

ASSORTMENTS

1: TREND

Impulse buys, brand/image building, customer lead magnets.

2: BREAD & BUTTER

Reports show, your money is made here! Your customers know you for this.

3: MARGIN BUILDER

Holiday especially, lead generating, gifts, promotions.

4: ADD-ON'S

Cash wrap, accessories, increase UPT and AOV.

Keep it Fresh.



- Live sale boxes
- Drop Shipping
- Open Packs or store swapping/ IE
- Buying wider
- Markdown strong
- Can't sell what you don't have....fear.

3. Marketing

Desperation is a stinky cologne.

Excitement is contagious. So is fear.



- People need an escape
- Relationship lead gen for this cycle
- Solve Problems
- Value-based marketing:
 - Bundles
 - Promotions
 - Education
 - Give Backs (cash for...+ B/S/T)
 - Experiences

BACK2SCHOOL
GAMEDAY/FNL
HALLOWEEN
SWEATER WEATHER
COZY FALL
FALL COLORS
PINK FRIDAY
GIFTS FOR....
HOME 4 HOLIDAYS
BY TREND
FALL WEDDINGS
LABOR DAY SALES
HOME 4 HOLIDAYS
NYE
WESTERN
WARDROBE STAPLES
CLOSET REFRESH
WEAR IT AGAIN



Collections

Focus...what IS working?

Traffic Formula:

$\text{Sales this month} \div \text{AOV} = \text{Orders needed}$

$\text{Orders} \div \text{Conversion} = \text{Traffic needed this month}$

4. Defined Success.

MINDSET of success
isn't a number. It's
where you choose to
place value.

4th Quarter Plan



Level 1: Big days

Level 2: Supporting channels

Photoshoots, collections, emails, promotions, events, FB events, texts, printed items, signage, decor, collabs, giveaways

Level 3: Week to week content that supports it all

Daily SM posts, stories, engagement, weekly launches, 6 pieces of content

Holiday Rules for Retailers

- Solve problems.
- Promotions vs Sales aka MARGINS
- People remember how you made them FEEL.
- New customer season.
- Bring them back in January.
- Take care of Y>O>U too.





In former recessions:

- HP
- Microsoft
- Trader Joes

Out of "headline DOOM"

Opportunity comes from every
challenging situation, if you choose to
look for it.



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