



The 5 A's

Of Communicating with Clients during times of Crisis

Use this system to help you draft communication to clients during times of uncertainty, change, upset, and crisis.

1. Appreciate...The Shared connection

- Talk about how you as a human, can connect and relate with your client/customers.

2. Acknowledge...The situation

- Don't beat around the bush - fully acknowledge the situation at hand.

3. Address...The solution

- How as a business are you adapting or pivoting to address the larger situation at hand? Are you offering your customers/clients a solution as it relates to your business, and how it is affected by the larger crisis?

4. Answer...What Now

- What should your customers/clients do now that they have consumed all of the above information? What is their next call-to-action?

5. Articulate...Give Gratitude and Return to A #1

- Thank your customers/clients for their time, continued loyalty or support, and (if appropriate) remind them again (quickly) of your shared connection from A #1.

Examples on pages to follow



1. Appreciate
2. Acknowledge
3. Address
4. Answer
5. Articulate

Real Life Example 1

COVID 19

I hope you and your families are healthy and safe during these unprecedented times. I want to thank everyone for your supportive emails, social tags, and feedback throughout the past couple of weeks.

Based upon the unpredictability of the COVID-19 virus, CITY has extended the time businesses will remain closed from April 1st, to mid-April. Although we're optimistic about CITY'S businesses re-opening mid-month, we also understand all businesses nationwide may not re-open until May 1st.

During this critical time for our business, our goal has, and will continue to be focused on surviving this crisis so that we can ultimately emerge and welcome our members back when it is safe to do so. Therefore, we want to try and help everyone the best we can and provide some new options for your memberships.

Please understand that you must email us to take action, but if we don't hear from you, we will provide you with an additional free month, or additional months, if the closure exceeds past May.

Please let us know what you'd like to do:

1. Freeze Membership - We can simply freeze your membership for the month of April. If we don't re-open May 1st, you can re-freeze it for May, etc.

2. Continue to Support Us - If you decide to pay April's dues, we will provide you with a free-month of service.

We recognize this is a difficult time for you and your families as well, and we are sincerely grateful to everyone that continues to support us.



1. Appreciate
2. Acknowledge
3. Address
4. Answer
5. Articulate

Real Life Example 2

Black Lives Matter:

COMPANY, not just as an organization but also as human beings, would like to acknowledge the pain of our Black colleagues, partners, and communities we serve, and issue our full support in their pursuit of equality. The events we have seen unfold over the past few weeks are generations in the making and require a level of ownership from us all. We know we have a lot of work to do.

In order to ignite future action, we are actively communicating with and pursuing counsel from local advocacy groups, diversity and inclusion experts, and the members of the Black business community to compile a list of resources to educate and serve county employers, employees, and self-employed individuals on the matters at hand.

The COMPANY is open, receptive, and appreciative of any feedback and ideas that can be mobilized to push us forward. Please email such to EMAIL and our staff will review as soon as humanly possible.

We are not naïve to the fact that our present actions do not represent a path towards complete resolution. We acknowledge that much more can and will need to be done. We thank you for your feedback. We are committed to changing with you.

Black Lives Matter, period.