FREE KIT FROM ZOSSOZ

The Hurricane Season Kit

Closure lines for five places, a before-the-storm checklist and the "we're open again" message

For South Florida owners with a shop, a crew or a customer list

Takes 30 minutes now, 10 minutes when a storm comes

ZOSSOZ

zossoz.com/free

When a storm closes you, customers don't want a story. They want to know if you're open, when you will be, and how to reach you. The hard part is saying it fast, with the power flickering and everyone texting. This kit has the lines written, a checklist for the day a hurricane watch goes up, and the message for when you reopen. Do the first part on a calm day.

The dates to know

The Atlantic hurricane season runs from June 1 to November 30. The National Hurricane Center puts the peak on September 10, with most activity between mid-August and mid-October. Next season: Tuesday, June 1 to Tuesday, November 30, 2027.

A hurricane watch means hurricane conditions are possible in your area. The Hurricane Center issues it 48 hours before it expects tropical-storm-force winds. A warning means those conditions are expected, and it comes 36 hours before the winds. That is about two days to do everything in this kit, so do the setup now and keep the checklist for the watch.

> **TIP**
> You don't need a hurricane to close. A flooded street or a long power outage does it too. The same lines work for all of them.

Now: set up on a calm day

Thirty minutes, once a year.

- [ ] Pick one person who posts updates. Name: _____
- [ ] Pick the one way customers can reach you while the power is out: a text, Instagram messages or an email you read on your phone. Name only that one: _____
- [ ] Don't list a landline that rings in a dark shop.
- [ ] Check that you can sign in on your phone, on cellular with Wi-Fi off, to your Google profile, your website editor and Instagram.
- [ ] Back up what you can't replace: customer list, appointments, prices, menu, photos. The U.S. Small Business Administration advises backing up your data and making sure you can reach important files remotely.
- [ ] Keep current contact details for customers, staff and suppliers somewhere you can reach without the office computer. The same agency advises an emergency communications plan.
- [ ] Take photos or a short video of your place, equipment and stock while everything is in order. Keep your insurance policy where you can open it from your phone.
- [ ] Find out whether your shop or your home is in an evacuation zone. Your county's emergency management website can tell you.
- [ ] Fill in the brackets in the lines below and save them in your phone's Notes, titled "Storm lines".

The closure lines

Every closure message says three things. Where you stand. When you plan to reopen and when you will update. How to reach you. Say "we plan to reopen", not "we will", because you don't control the weather. Keep it to three or four sentences, skip the long apology and the weather report, and use the same words in every place.

A. You know the plan

COPY AND PASTE

We are closed [today / Tuesday and Wednesday] because of the storm. We plan to reopen [day] at [time]. We will update this page by [time and day]. To reach us, [text / message us on Instagram / email] [your contact].

B. You don't know yet

COPY AND PASTE

We are closed because of the storm. We do not know yet when we will reopen. We will post again by [time and day]. To reach us, [your contact].

Not knowing is a good answer. Silence is the one that sends people to the next name on the map.

C. Trades (AC, plumbing, roofing, cleaning)

COPY AND PASTE

Our crew is off the road until the storm passes. We plan to start returning messages [day] morning. For anything urgent, text [your contact] and tell us what is wrong. We will update this page by [time and day].

Your website

Put the line in a banner across the top of your homepage, and on any page people land on from Google: the menu, services or contact page. Use real text, because words inside a photo are hard to read on a small screen. If you can't add a line to the top of your site in a few minutes, that is the first thing to fix before June.

Your Google profile

You change this yourself, and do it first, because Google reviews changes before they go live and doesn't say how long that takes.

- **Closed up to six days in a row:** sign in, choose Edit profile, then Hours, then Special hours. Pick the dates and leave them marked Closed. Save.
- **Closed seven days or more, or you can't name an end:** in the Hours section, look for Edit next to Hours, then Temporarily closed. Save.

Menu names change now and then; look for the words "hours" and "closed". An update post (Posts, then Add post, then Update) can carry your line, but the hours setting is the one that matters.

Instagram

Post line A or B, pin it to the top of your profile (look for "Pin" in the post's menu) and change your bio line.

COPY AND PASTE

Closed for the storm. We plan to reopen [day]. Updates here first. Stay safe.

Voicemail

Record it before the power goes, if your phone allows it.

COPY AND PASTE

Hi, you've reached [business name]. We're closed because of the storm, and we plan to reopen [day]. We'll post updates at [website or Instagram name]. For anything urgent, text [your contact]. Thank you, and stay safe.

Your door

Tape it to the door and, if you board up, to the boards.

COPY AND PASTE

CLOSED FOR THE STORM
We plan to reopen [day] at [time].
Updates: [Instagram name or website]
Stay safe.

Before the storm: when a hurricane watch goes up

You have about 48 hours. Work down the list.

- [ ] Decide whether you'll close, and for how long if you know.
- [ ] Post your closure lines in all five places. Start with Google.
- [ ] Tell your staff or crew in writing, with the one way to reach you.
- [ ] Forward your business line to a cell phone if you can, or record the voicemail now.
- [ ] Protect the building. The Small Business Administration advises windstorm shutters or plywood over windows and doors, and clearing loose debris and anchoring or moving anything outside.
- [ ] Move stock and equipment off the floor and away from windows.
- [ ] Back up today's sales, appointments and photos.
- [ ] Take photos of your place and stock before you leave.
- [ ] Get some cash. The same agency advises it for supplies and paying staff if electronic payments go down.
- [ ] Charge your phones and power banks.
- [ ] Follow your county's evacuation orders. No sale is worth staying for.

After the storm: we're open again

Reopen only when the place is safe for your customers and your staff. Then:

When you're back to normal

COPY AND PASTE

We are open again. Today's hours are [time] to [time]. Thank you for your patience, and thank you to everyone who checked in on us.

When you're back with limits

COPY AND PASTE

We are open again with shorter hours this week: [time] to [time]. [Our menu is limited / We are booking [days] first] while we get things back. Updates here.

Then clear the old notices:

- [ ] Post the reopening message in the same five places.
- [ ] Google: if you chose Temporarily closed, open the Hours section and switch back to open with your main hours. Special hours end on their own after the dates you chose.
- [ ] Take down the website banner, the door sign and the pinned Instagram post.
- [ ] Put your regular voicemail back.
- [ ] Send yourself a message through your website's contact form, and call your own number.
- [ ] Search your business name on your phone and read what a stranger sees.

> WATCH OUT
> An old "closed for the storm" notice on a sunny Friday does more harm than no notice at all. Customers who see it assume you are still shut and go somewhere else.

Next

1. Fill in the brackets and save your lines as "Storm lines" in your phone today.
2. Write down who posts updates and the one way customers reach you, and tell your staff.
3. If you can't change your website's top line yourself in a few minutes, that is the one thing to fix first. Ask us for a free teardown if you have a site, or a free homepage mock-up if you don't.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

ZOSSOZ

Zossoz · Miami
800 NE 195th St, Unit 704, Miami, FL 33179
hello@zossoz.com · zossoz.com