



# PREPARE FOR RECOVERY

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“NOW what do I do?” This is the question on every small business person’s mind. Well, this is the time to prepare yourself for a post-coronavirus world: Especially because you have probably been forced to shutter or otherwise change your business approach.

- 1) **CFIMITYM – Cash Flow Is More Important Than Your Mother.** Conserve your cash. Act like you’re in a turnaround crisis because you probably are [too]. If you haven’t done so already, project your cash needs out for the next twelve months. (We can help with that) Go to [MSBDC.org/SEMass](https://www.msbdc.org/SEMass) and contact an advisor.
- 2) **COMMUNICATE** - Talk to your customers; communicate with your bank; invest in your social media; let them know that you're still around; keep them engaged. Try selling gift certificates. This is a great time to try that for future business. Send them emails **to let them know you're still here and OKAY!**
- 3) **CREATE** - Most small business people don't continually create content because they say they just don't have the time. Well, now your schedule is *a little* more open today, so create some content. Create educational content about your products and services; create instructional videos; create stories that you can share in the near future to tell the world how great your business has been and still is!
- 4) **ADVERTISE YOUR LOCAL SERVICES** - if you work at people’s homes, particularly for services like landscaping, or other home improvement services that are low-touch, get the word out that you're available. If people aren't ready today, the nicer weather will catch up with them quickly once this all starts to sort itself out.
- 5) **PREPARE AND INVEST** - Now's the time to get a leg up on the competition:
  - Get that new website started, it's going to take a little time to get going, and this downtime will help you modernize.
  - Optimize your business for local search, it takes a few weeks for optimizations to happen, so get the leg up once people are ready to leave the house again.
  - Sort out the backend of your business: Your CRM, your customer databases, your online store. Make sure these are all up and running so that you are prepared for the future.

*“This too shall pass.”*

Look at this period as an opportunity to get ahead, and stay focused on growth.

The region sure needs it!