

# What Businesses Need to be Doing Regardless of any Government Assistance

## Finance/Cash Flow:

1. Start preparing a 13 week cash flow projection to see where things are at now and where it will end up in June/July. If businesses have questions on this or need assistance, the SBDC has a template to help figure this out.
2. Business owners should take a look at their expenses and see what could be cut or reduced based on the type of business. A lot of businesses might not be essential and could limit some of their expenses.
3. If you have businesses that qualified for PPP and are looking to hire employees back, have those employees work on projects, training, professional development, etc.
4. For business owners, continue conversations with lenders to get debt either consolidated at a low rate, or even deferred if possible. When a new program comes along (hopefully soon), it will be good for owners to have that relationship with the bank.

## Marketing/Social Media:

1. Revisit your business plan to see where you might be in development, expansion, etc.
2. For marketing, what are you currently doing and what could be re-evaluated, such as finding new products, customers, and sales channels?
3. Conduct a social media audit of your current business – what are you doing now and what could you get better at. There are webinars available with some tips and suggestions. Remember, social media has become a very important tool for your business.

## **Small Business Development Center**

**<https://wisconsinsbdc.org/centers/superior/>**

## **Iron County Development Zone**

**[www.ironcountymi.com/resources-for-employers-and-employees/](http://www.ironcountymi.com/resources-for-employers-and-employees/)**