

As California begins to open select businesses for "Phase 2" of Gov. Newsom's Resilience Plan we would like to remind people that the Valley Sierra Small Business Development Center is here to help.

What does that mean for business owners? How do business owners properly prepare for reopening?

Key Things to Think About When Planning to Transition Between Each Phase:

Make sure you have access to capital to get through these times.

- EIDL - Economic Injury Disaster Loan
- PPP - Paycheck Protection Program
- PUA - Pandemic Unemployment Assistance
- For more information visit www.CaBizRelief.org

Assess Your Essential Function

- Now is the time to take inventory of your business and your staff and align your business with the Resilience Road Map Phase Plan.
- Assess your essential functions & create a "Transition Plan": What does this mean? what are your most critical and essential functions? Who and what positions do I need to have come back first? What other positions do I need - not necessarily right now, but as we continue and when will I need to bring them back? - create this transition plan to align with the Phase Plan. This will minimize your costs and will help create a strategic plan to maximize your ROI.

Build Your Plan

- It is very important that you stay informed and updated with Gov. Newsom's "Resilience Roadmap Stages" Plan. As he continues to move the economy in the next phases your business must operate under those guidelines. It is important to align and integrate your business plan with these phases to stay in compliance.
- Your business plan needs to be fluid and be able to transition from one phase to the next.
- While building your plan think about what you will need for each phase and how to budget and account for this. Will you need more inventory? Will you need more staff? What does your payroll and your cash flow look like?

Create a "Policy & Procedures" Manual

- Visit the CDC's website and stay updated on their new COVID-19 Guidelines
- Visit Osha's website and follow any new updates regarding workplace safety for employee's during COVID-19 Pandemic
- Create a Policy & Procedure manual to ensure the safety of your employees and yourself.

What Does Safety Look Like?

- Will you be requiring that your employees wear face masks? Will you be providing these items for them to ensure they can work safely?
- What will you need to do within your business to ensure you are operating within the guidelines?
- How will your business operate? Curbside pickup only? Zoom Video Meetings? Deliveries? maintaining safety for you, your employees and your clients is top priority- How will you be operating differently to maintain this safety?

Consult With Your Business Advisor

- Setup a time with your local SBDC Business Advisor to help assist you with building a new business plan that will be able to transition during each phase.
- Work with a business advisor to look at your cash flow and your budget. Identifying how much operating costs will be how much payroll you will need to budget before reopening is key. Consult with your banker to understand what documentation you will need to keep records of for the PPP program if you are utilizing those funds.
- Work with your business consultant to make sure your good to go with your accounting software.
- Work with your business consultant to ensure that you understand the new H.R. policies that may need to be put in place for your employee's.
- Work with a business consultant on your marketing to make sure your new business plan is supported and communicated correctly with your following.

Marketing Reminders

- Update your **Website & Social Media** accounts so that it reflects your new operating hours
- Keep your following and customers/clients updated via E-mail, News letters & Social Media posts about what changes are being made including: Hours of Operation If you will be Curbside or Delivery Only, If you are only open on certain dates and times, and also if you will be requiring Face Masks to enter.
- Utilize programs such as Canva to create social media postings that engage your users.
- Keep your following updated on new procedures that will be in place for each step of the phase system.
- Utilize video on social media to connect with your following in a personal and emotional way. Let them know that you care about them and your employee's.
- Create Social Media Posts that keep your following engaged that may not be the traditional approach such as: 5 Games Families Can Play Together, 10 Unknown Facts about our Business, 10 Tips on how to stay safe during the COVID-19 Epidemic. Relevant posts don't need to be sales-pitch. Showing a HUMAN emotion in your social media postings and e-mails will gain you life- long clientele.

- Update your Yelp & Google My Business Listing with the new hours of operation and if you are temporarily closed utilizing their new COVID Temp Closed Feature.
- Visit www.SupportStanislaus.com and make sure people know you are **OPEN FOR BUSINESS!**
- Have way too much inventory? Use this time now to identify what items can go on sale and clearance for when you open. This will give people an incentive to buy from you or use your service and an additional discount always helps motivate customers to act now and not later!

Continue Learning

Sign up for free online training through the Valley Sierra SBDC. All trainings are online so that you can attend and learn safely. Some upcoming classes to take note in:

- May 20th, 2020: Social Media 101
- May 21st, 2020: Business Startup Class
- May 26th, 2020: Google My Business & COVID-19 Updates
- May 28th, 2020: Back To Business Series: Start Selling Online! E-Commerce Training
- June 3rd, 2020: Back To Business Series: E-Commerce for Social Media

Classes added in frequently, please visit www.valleysierrasbdc.com/center-calendar for a full monthly list of all upcoming trainings.

If you are interested in learning more about the Valley Sierra Small Business Development Center (SBDC) and how they can help you organize for the next steps in getting back to business please call (209) 422-6416 or e-mail: Info@ValleySierraSBDC.com. You may also sign up for services by visiting us on the web at www.ValleySierraSBDC.com and clicking the red “Get Started” tab in the top right hand corner. All services are provided at no-cost.

Thank you,

Valley Sierra SBDC