

# Small Business Resiliency Guide

## Keeping the Lights On

Grow with 



# What is Grow with Google?

The Grow with Google initiative offers free tools, training, and events that help people across the United States grow their skills, careers, and businesses.

Visit [google.com/grow](https://google.com/grow) to learn more.

# Who is America's SBDC?



**America's SBDC represents America's nationwide network of Small Business Development Centers (SBDCs)—the most comprehensive small business assistance network in the United States and its territories.**

SBDCs are hosted by leading universities, colleges, state economic development agencies and private partners, and funded in part by the United States Congress through a partnership with the U.S. Small Business Administration.

[www.AmericasSBDC.org/protect-your-business](http://www.AmericasSBDC.org/protect-your-business)



# What is covered?

America's SBDC will share ways to:

- Keep your business running and limit the financial impact on your business
- Develop a response plan
- Manage cash flow
- Receive further assistance from your local SBDC

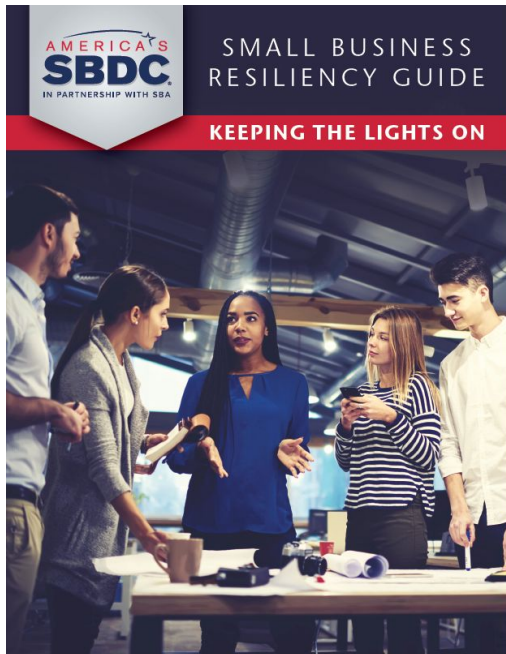
Grow with Google will help you:

- Discover Google tools that can help you work and manage your business during this time of uncertainty
- Get insights on more online and timely resources for small businesses

[www.AmericasSBDC.org/protect-your-business](http://www.AmericasSBDC.org/protect-your-business)



# Follow-up Resources



Resiliency Workbook

<Insert Company Logo>

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**Business Resiliency Plan**

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<Insert Company Name>

Updated: <Date>

Person Responsible for Business Resiliency Plan at Firm:

Additional Resources (Consultants):

Fillable Resiliency  
Plan Template



Webinar Slide deck

# What is Resiliency

The creation and execution of a proactive plan to help mitigate loss of cash flow during a business interruption, such as the Coronavirus, enabling the business to continue.

## Examples

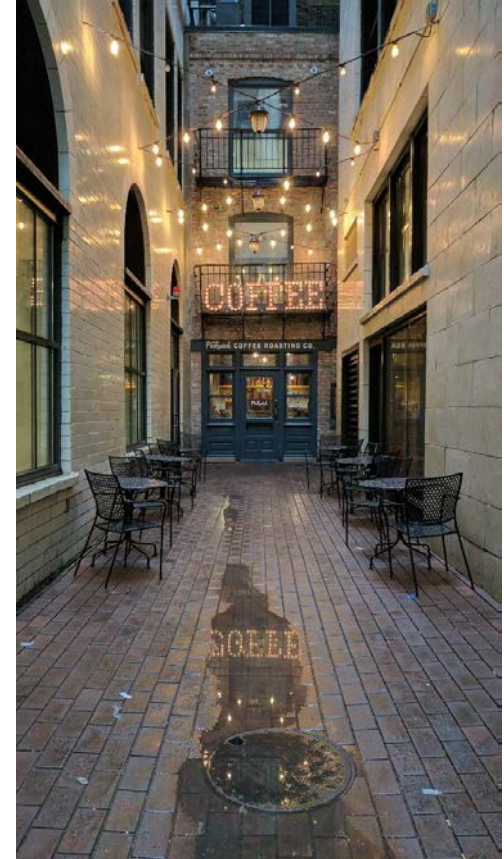
- A retail store adjusts its marketing to increase online sales due to social distancing



[www.AmericasSBDC.org/protect-your-business](http://www.AmericasSBDC.org/protect-your-business)

# Examples of Interruption

- Key Employees are unable to work
- Decreased foot traffic
- Supply Chain Interruption
- Event Closures





# Identify Critical Functions

What keeps business going?

- Selling products
- Manufacturing products
- Accepting payments
- Managing Cashflow





# Supporting Resources

## Key Employees

- Receptionists, accountants, special licenses (CDL)

## Critical Equipment

- Laths, stoves, computers

## Utilities

- Electricity, gas, water, sewer,

## Example:

A company's Point of Sales (PoS) system needs reset, however the trained employee is sick and unable to work.



# Alternative Resources

## Sick Employees

- Cross train employees
- Have anyone available telecommute
- Partner with other businesses
- Hire online support



## Continuation of example:

Several workers are cross trained to reset the PoS system before the primary employee was sick. Enabling the business to continue sales and keep the lights on.

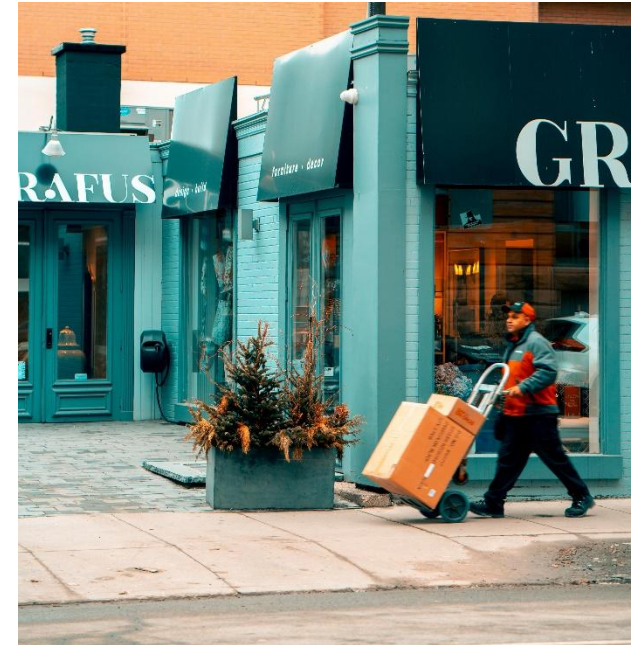
# Identify Supplier Risk

What affects your business affects your suppliers

Get Creative!

Find alternative sourcing

- Purchase supplies from competitors
- Look elsewhere in your community
- Places outside of your region



# Managing Cashflow

Where the SBDC can help you most!

- Items to consider
  - Time is Critical!
  - Ask for a deferment from your bank and landlords
  - Communicate with your supplier for terms
  - Lower your inventory cycle
  - Decrease your accounts receivables
  - Find alternative markets
- Communicate with everyone!

[www.AmericasSBDC.org/protect-your-business](http://www.AmericasSBDC.org/protect-your-business)

# Grow with Google



Three updates  
you can make  
now:



Google My Business



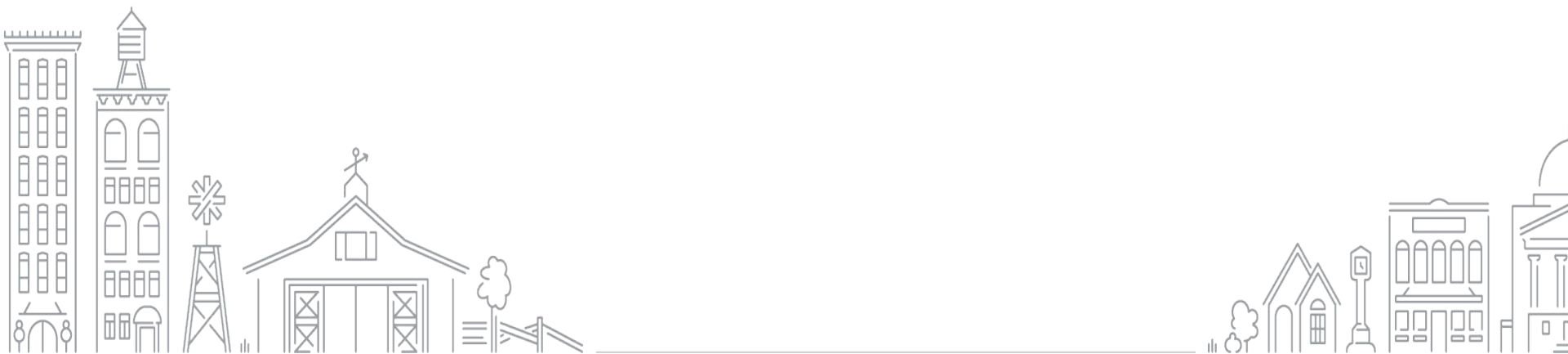
Your Website



Google Ads



# Update Critical Business Information Online



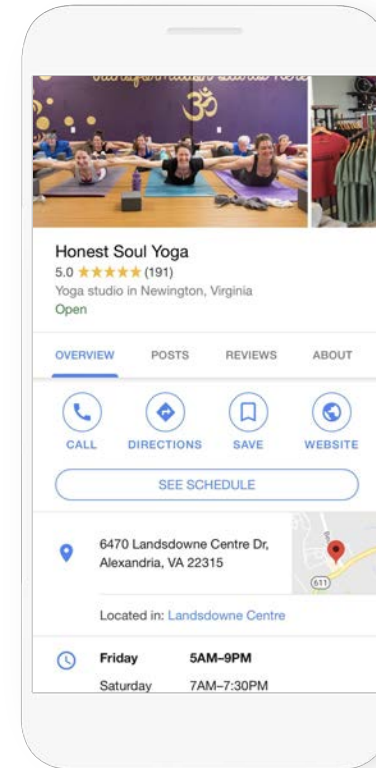


# Google My Business



# IMPORTANT UPDATES YOU CAN MAKE

- Edit business description
- Update hours and special hours
- Mark business temporarily closed
- Publish posts
- Turn on messaging
- Add managers to help



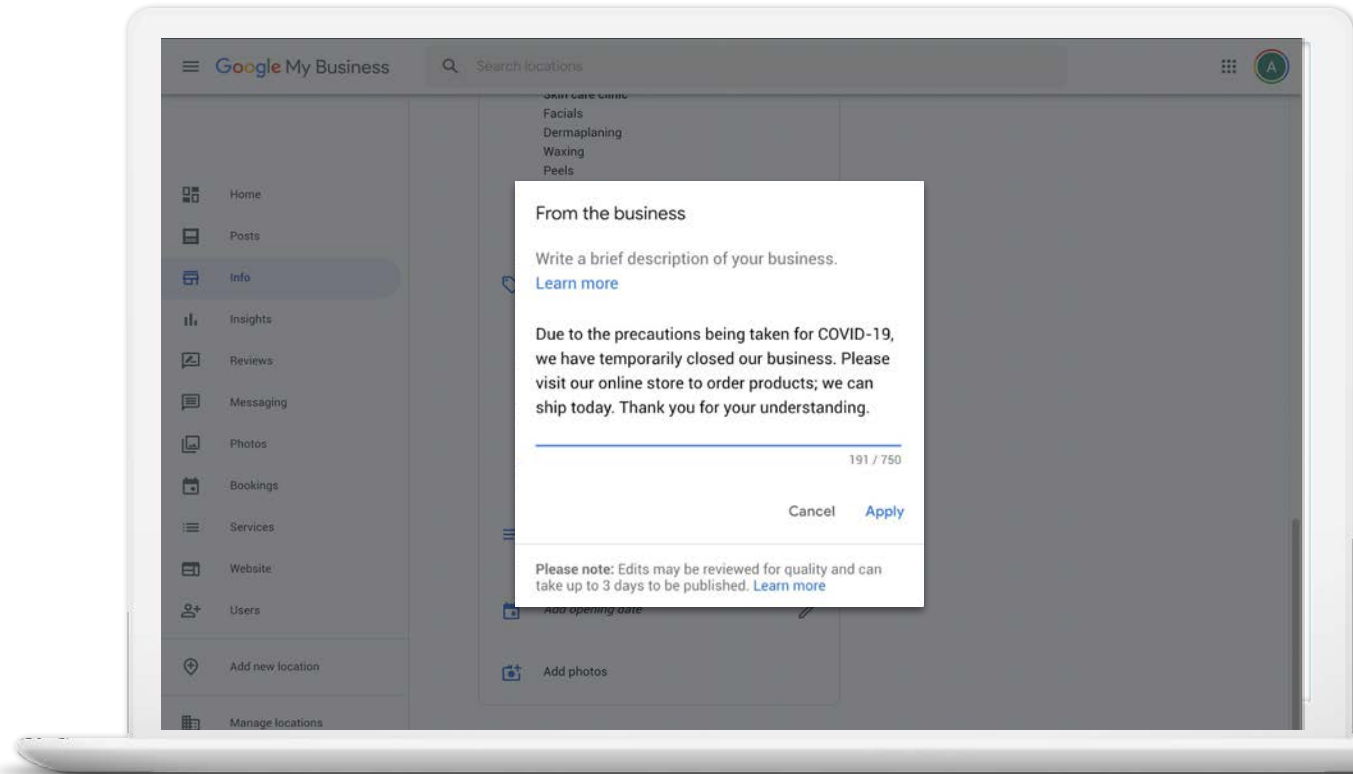
## Quick Tip:

Create a new business profile if you don't already have one.

[google.com/business](https://google.com/business)

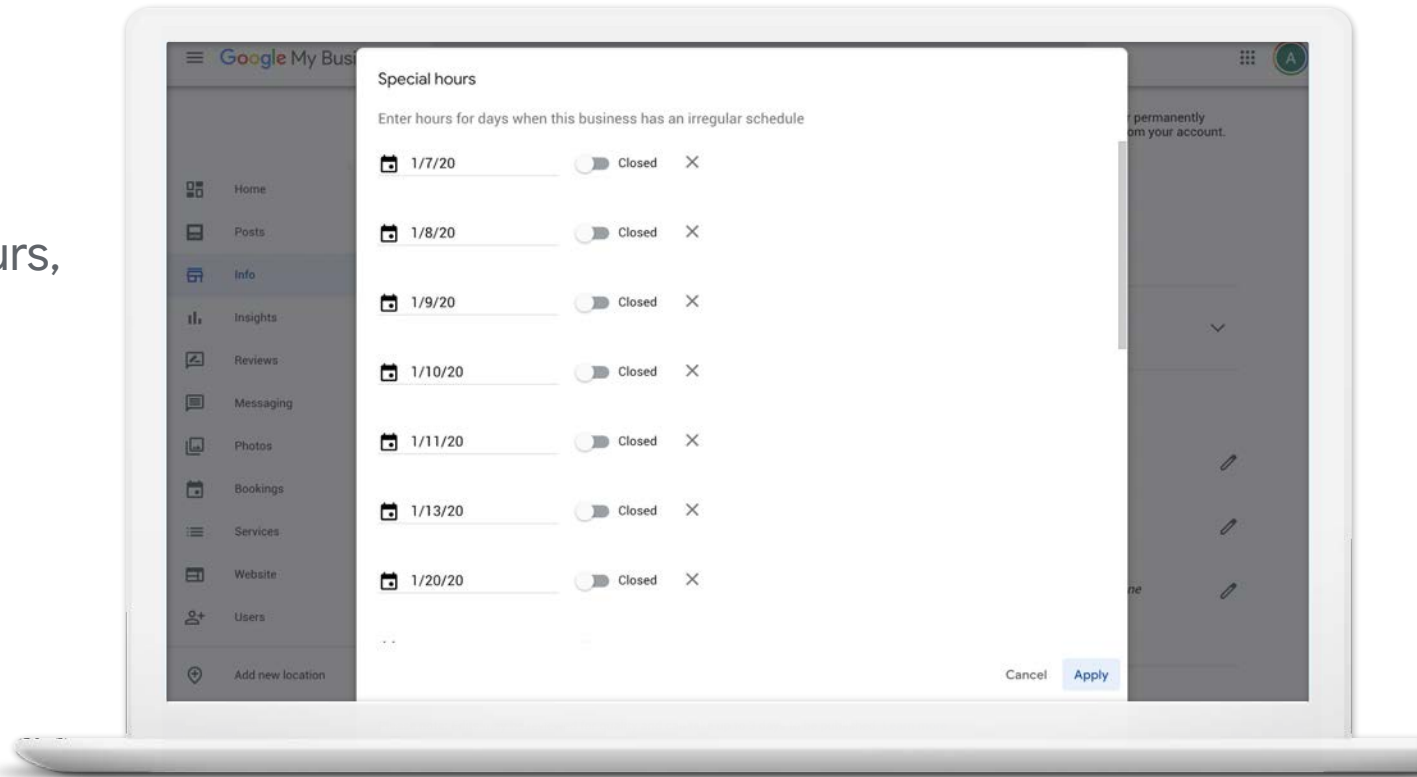
# EDIT BUSINESS DESCRIPTION

Update business description to reflect important changes.



# UPDATE SPECIAL BUSINESS HOURS

Update special hours,  
if applicable.



# MARK YOUR BUSINESS TEMPORARILY CLOSED

Click “Info”

Info

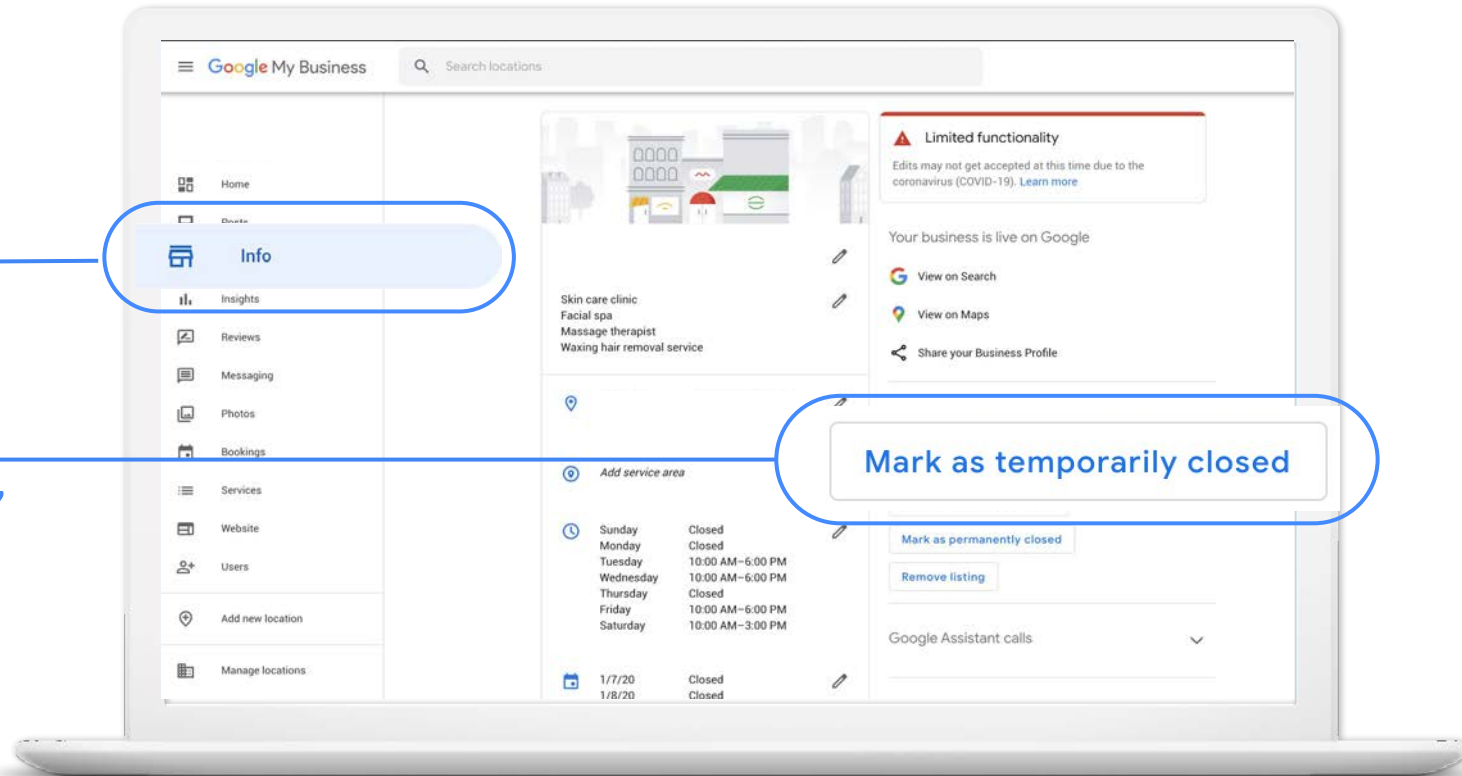
Click “Mark as temporarily closed”

Mark as temporarily closed

## Quick Tip!

Mark a location temporarily closed

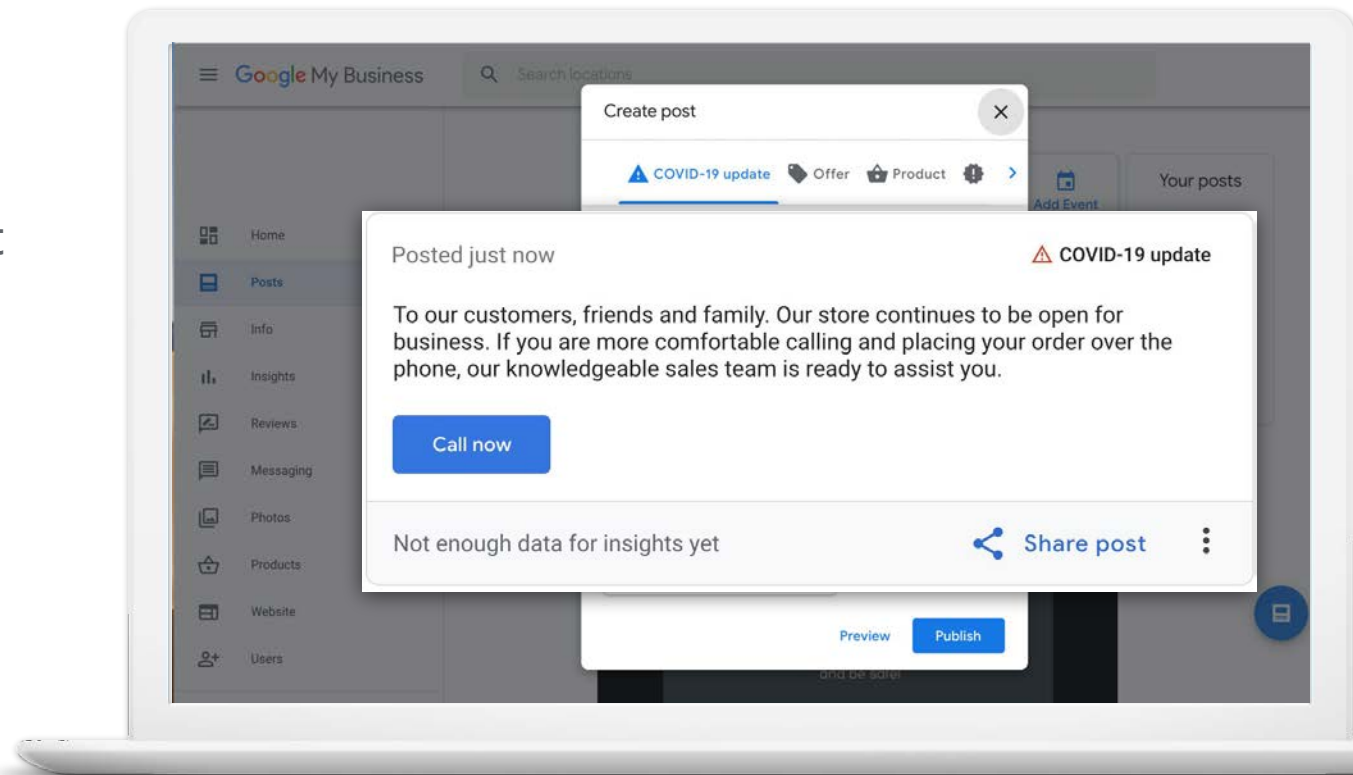
[g.co/markbusinessclosed](https://www.google.com/markbusinessclosed)





# PUBLISH POSTS

Use posts to highlight business updates.




# POST EXAMPLES


## What's New

Create post

[What's New](#) [Event](#)

Need some ideas? Look at some sample posts.

 Add more



Write your post  
small business, consider ordering a gift certificate.

Add a button (optional)


Order online

Link for your button  
example.com  
(Example: google.com)

[Preview](#) [Publish](#)

← Preview

Posted just now



Our doors are temporarily closed but our business is open. Order products online- we offer fast, free shipping. If you can help our small business, consider ordering a gift certificate.


[Order online](#)


[Publish](#)

## Event

Create post

[What's New](#) [Event](#)

 Add more



Event title

Online Virtual Facial Party  
(Example: Sale this week)

Start date

Mar 31, 2020

End date

Mar 31, 2020


Start time

9:00

End time

12:00

Posted just now



Online Virtual Facial Party  
Mar 31, 9:00 AM - Mar 31, 12:00 PM

Bring a towel, tweezers, and a your favorite moisturizer so I can show you quick, easy tips to feel great while you're home.

[Learn more](#)

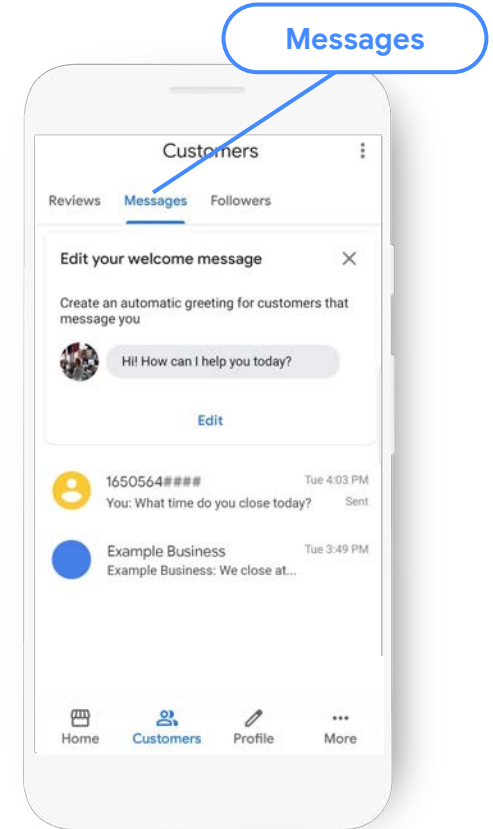
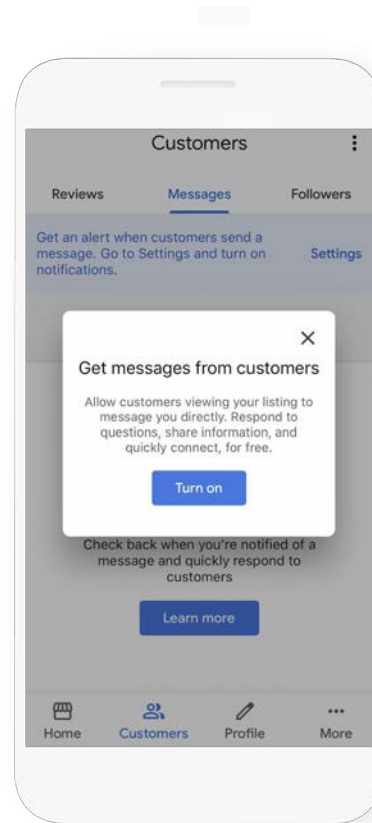
[Publish](#)

# USE MESSAGING TO COMMUNICATE

Set up messaging in the Google My Business app to message with customers.



Download **Google My Business** App for Android or iOS

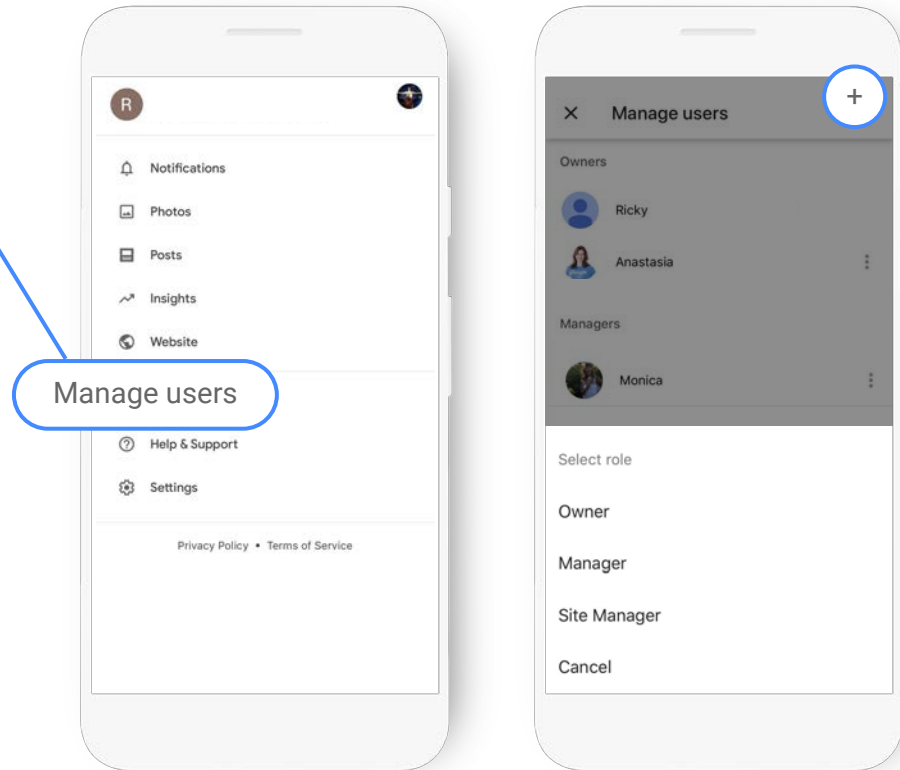


# ADD MANAGERS TO HELP

First, click “Manage Users.”

Next, click the “+” icon in the top right of the app.

Enter their email address and select their role.





# Website

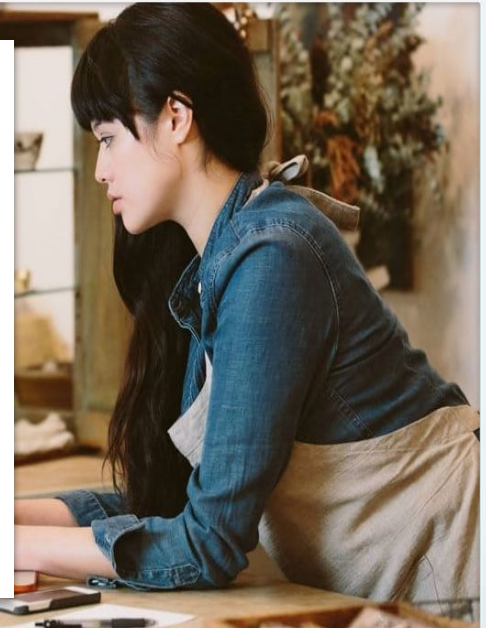


## UPDATE YOUR WEBSITE WITH CRITICAL INFORMATION

- Share announcements
- Add news & resources
- List any changes in operations
- Provide contact information
- Assure customers

Due to the current situation, we have changed our hours and our operations.

[Click here](#) to read more about the new ways we can help you.





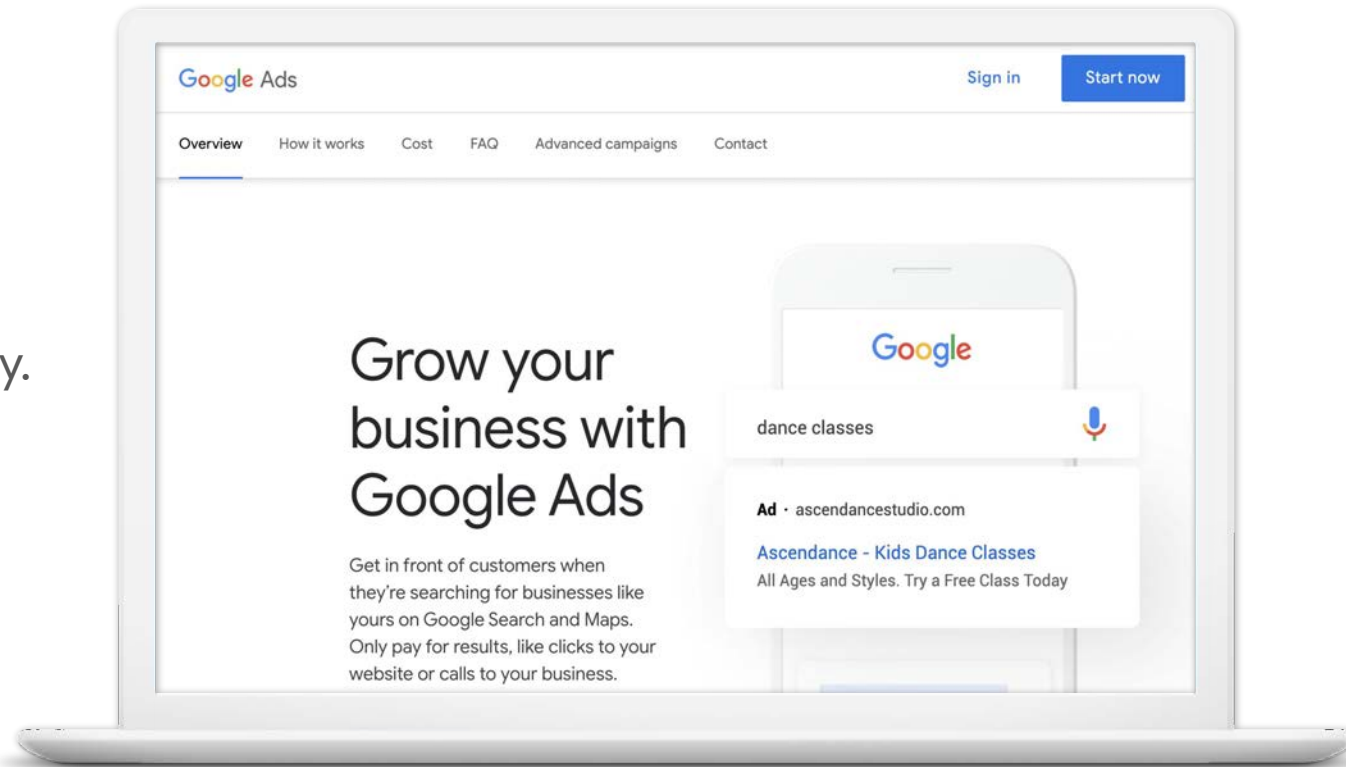


# Google Ads



# UPDATE YOUR GOOGLE ADS

Modify or pause advertising, if necessary.



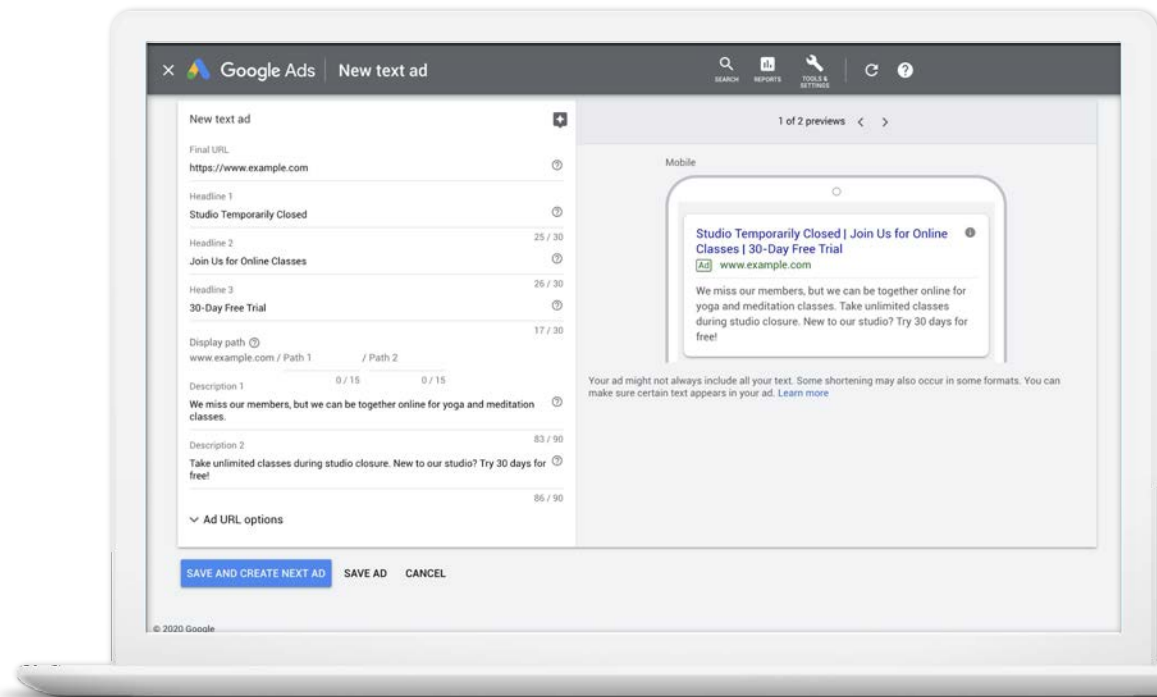
## Quick Tip!

Google Ads Credits Info

[g.co/covid19/adcredits](https://g.co/covid19/adcredits)

# AS YOU EVALUATE AD CAMPAIGNS

- Review assets thoroughly
- Proactively communicate business changes
- Create a helpful message
- Consider context and tone



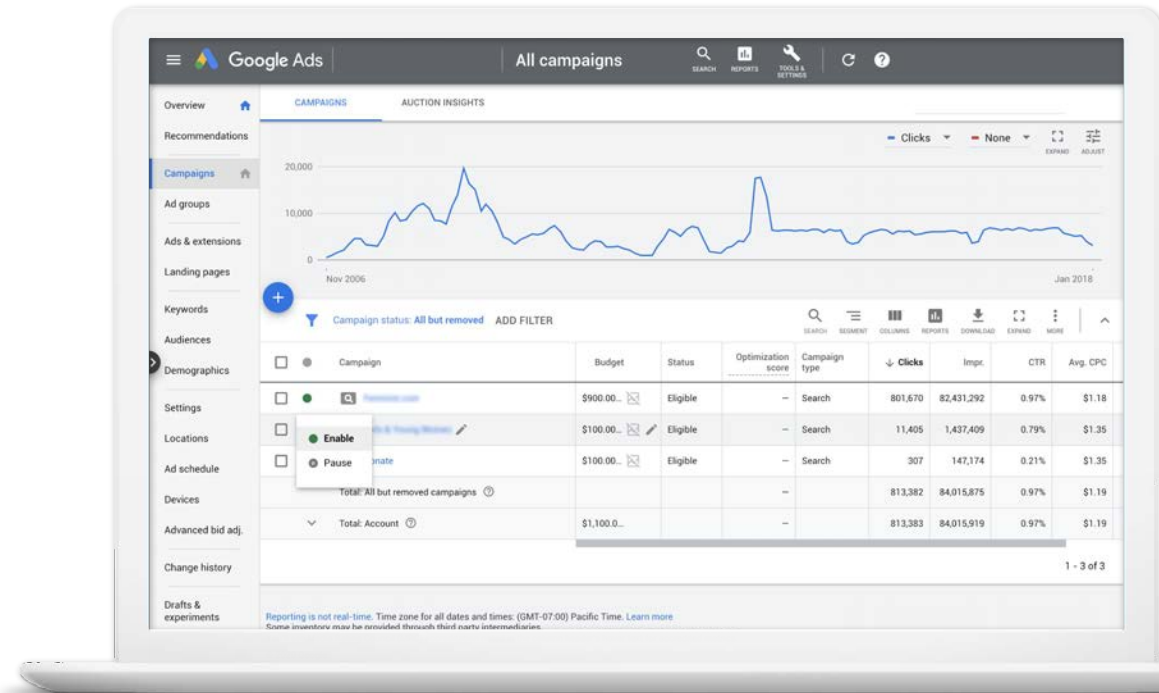
## Quick Tip:

Updating your ad campaign

[g.co/covid19/smb-ads](https://g.co/covid19/smb-ads)

# HOW TO PAUSE GOOGLE ADS

- Pausing a campaign stops ads from showing
- Choose which campaigns to pause
- Click pause
- Re-enable or edit paused ads at anytime



## YOUR NEXT STEPS

- ❑ Update Google My Business information
- ❑ Mark your business temporarily closed if applicable
- ❑ Update your Website
- ❑ Modify or pause ads



# Initial Response

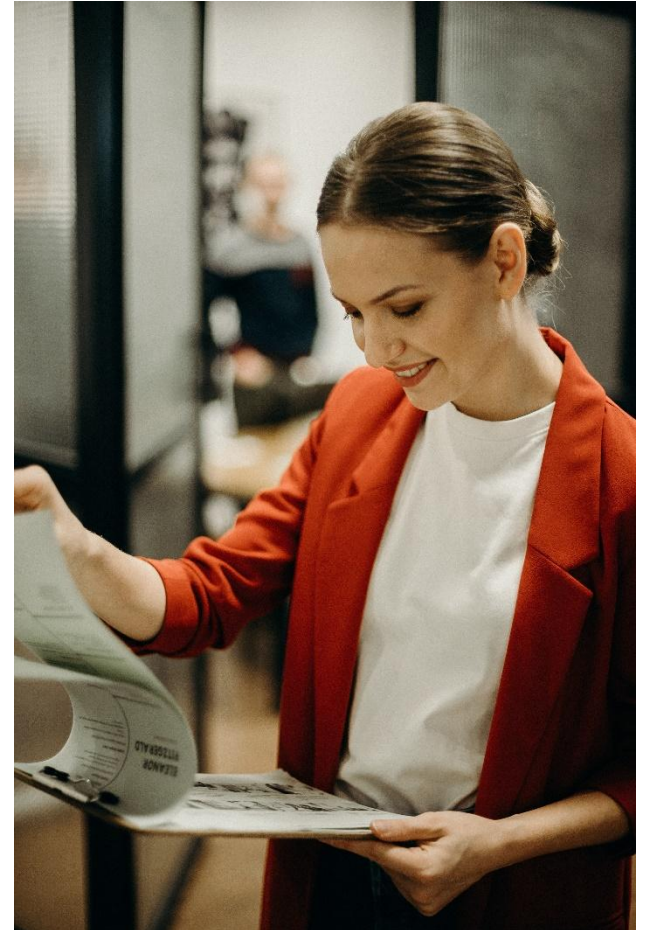
## Have a plan!

- Assign out tasks
- Focus your efforts

## Communicate

- Talk to employees
- Reach out to the community
- Talk to your bank

Be Flexible! Plans will change!





# Recover

As the situation normalizes, so should your business

- Leverage new partnerships and lessons learned
- Capitalize on the expansion of your employee's skills

# Additional Help is Available

## Looking for additional COVID-19 Resources?



-CARES Act Information (Including SBA: EIDL, PPP Loans, etc.)

-SBDC Free Webinars

-SBDC Free Resources (Fact-sheets, worksheets, calculators, etc.)

-COVID-19/Small Biz Study Results

-National Events & Resources

**[AmericasSBDC.org/coronavirus-information](https://AmericasSBDC.org/coronavirus-information)**

**[www.AmericasSBDC.org/protect-your-business](https://www.AmericasSBDC.org/protect-your-business)**

# Contact your SBDC today!



There are [nearly 1,000 local centers](#) available to provide no-cost, one-on-one business consulting and low-cost training to new and existing businesses. Small business owners and aspiring entrepreneurs can contact their local SBDCs for business consulting and training on a variety of topics.

Learn more about how SBDCs are helping local businesses start, grow and thrive.

**<http://iowawesternsbdc.com>**

**Sue Pitts - [Spitts@iwcc.edu](mailto:Spitts@iwcc.edu)**

**Michael Mitiier - [mmitiier@iwcc.edu](mailto:mmitiier@iwcc.edu)**