

MACOMB COUNTY SMALL BUSINESS COVID-19

The information is coming fast and changing. Here is what we are advising our small businesses today.

Revenue

Health Care Products

If you can produce items that are in demand for the health care industry, contact PMBC: <https://pmbc.connect.space/covid19/forms> who is coordinating the effort in Michigan.

Virtual

A lot of people are working from home. We already know one of the problems of remote-working is that people get lonely and well, fat. Meanwhile children are at home and we are getting bored. These are people who are still getting a paycheck, who have money that they aren't spending. Is there something that you can help them with this problem? Can you deliver an exercise class virtually? Instead of selling a completed product, would people be interested in the parts instead? I heard of a cupcake vendor who is selling a plain cupcake with a bag of decorations that people can do it home with their kids.

Inventory and Gift Cards

Is there a way to turn your inventory into cash by delivering and/or offering discounts? Do you have regular customers who can buy Gift Cards for an infusion of cash.

WRIF has a page: <https://wrif.com/2020/03/19/operation-gift-card-detroit/#/>.

This page is for restaurants offering Curb-Side: <https://www.clickondetroit.com/.../check-out-these-detroit-r.../>,

who should also read this article: <https://www.seriousseats.com/.../food-safety-and-coronavirus-a...>.

Other Assistance

Yelp/GoFundMe: <https://blog.yelp.com/.../yelp-teams-up-with-gofundme-to-make...>

and Facebook: <https://www.facebook.com/business/boost/grants> have announced initiatives to help small business.

The Michigan Chamber has a list of resources for

Employers: <https://www.michamber.com/coronavirus-toolkit>.

Other industry support: bartenders: <https://www.usbgfoundation.org/beap>,

wine: <https://michiganwinecountry.com/.../coronavirus-michigan-win.../>

and rural agricultural: https://www.rd.usda.gov/.../USDA_RD_SA_COVID19_ProgramImmedia...

PTAC produced this document for companies that have government contracts from PTAC

Webinars and On-Demand Library: <https://files.constantcontact.com/.../18433273-a45c-449c-8f84...>

Grants/Loans

There are three grants/loans that we know of today. Check this site often for additional information: <https://sbdcmichigan.org/small-business-covid19/>.

SBA Emergency Loan The SBA EIDL application process has shifted. Now, applicants are instructed to download the necessary forms, fill them out, then re-upload. Visit the EIDL application page to familiarize yourself with the new, simplified process. <https://michigansbdc.staging.wpengine.com/disaster-loan-he.../>

Upcoming SBA EIDL Webinars:

Thurs. March 26th 12:00 pm - <https://meet.lync.com/sba123/cagase/RQJ4YJ99...>

Thurs. March 26th 2:00 pm - <https://meet.lync.com/sba123/cagase/CW5R5QHR...>

SBA Express Bridge Loan Can bridge the gap for businesses waiting for EIDL loan funds as well as assist other businesses with quick access to loans under

\$25k. <https://www.sba.gov/.../coronavirus-covid-19-small-business-g...>

MEDC Loan/Grant - <https://sbdcmichigan.org/small-business-relief-program/>

If You Can't Work IN your Business Work ON it

It turns out that having purpose and accomplishments are pretty vital to humans: https://www.ted.com/.../dan_ariely_what_makes_us_feel_good_ab...

You know that you need to understand more about your finances, maybe this is the time to do that. [SBA.gov: https://www.sba.gov/learning-center](https://www.sba.gov/learning-center)

and [SCORE.org: https://www.score.org/content/browse-library](https://www.score.org/content/browse-library)

have great articles and recorded webinars to get you more confident in the back office (or as I

call it-the boring stuff): accounting: <https://www.score.org/content/browse-library...>,

employee recruiting and retention: <https://www.sba.gov/.../small-business-employee-recruitment-.../>,

pricing: <https://www.sba.gov/course/introduction-pricing/>,

strategy and marketing (also available here: <https://www.score.org/content/browse-library...>)

just to name a few.

Just want inspiration? TED Talks

(<https://www.ted.com/talks?sort=newest&topics%5B%5D=Business>),

Stanford eCorner (<https://ecorner.stanford.edu/>),

or take a class (<https://www.cnbc.com/.../10-business-classes-you-can-take-onl...>).

You should be working on a marketing plan (<https://www.score.org/resource/marketing-plan-guide>)

for when this is over (whatever that means). I know we don't know when or what the world will look like. But planning for that day is essential for you to get the jump on your

competitors. I think we have seen the posts, and ads that were clearly written before this crisis.

The tone just isn't right. What will be the right message. Got kids? Try brainstorming with them.

Schedule talks with other entrepreneurs over Skype (or any other device that may be working

at the moment.) Find small businesses in Seattle. They are a few weeks ahead of us. What are

they doing?

Facebook (<https://www.facebook.com/business/boost/resource?ref=alias>)

and Google ([https://smallbusiness.withgoogle.com/.../resources-for-smb.../...](https://smallbusiness.withgoogle.com/.../resources-for-smb.../)) have some

resources for your business. A frequent speaker at our National Conference and a presenter for our marketing workshop is offering her class on marketing free of charge

(<https://melissaforziatevents.com/create-your-most-profita.../>).



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