



THE GREATEST COMEBACK OF ALL TIME!

The current economic crisis won't last forever. Soon, we'll all be back in business and the economy will be booming again. Now is the time to get prepared. While things are slow is a great time to regroup and make improvements in your business. Here are some suggestions to get your business in great shape to hit the ground running.

Spruce Up Your Store

- Repaint the store.
- New Flooring.
- New Signage.
- Clean everything in and around your store. Make it sparkle!

Loans/Banking

- Ask for special interest on loans.
- Refinance with lower rates.
- Apply for Chamber grants (if applicable).

New Procedures

- Social distance training for your staff.
- Post new COVID-19 policies.
- Post new business info such as new hours, special shopping times for seniors, etc.

Inventory

- Make sure you are fully stocked and ready to handle renewed business.
- Consider expansion of inventory.
- Ask vendors for deferred payment options.

Marketing

- If you don't already have one, develop a serious, aggressive marketing campaign. Call us for ideas and help. We are here for you.
- Evaluate everything you are doing now.
- Don't rely on "same-old, same-old."
- Ask us how you can make your marketing effective in the new economy.

Radio stations like ours have a long history of helping our communities. Not only do we provide entertainment, news, weather, sports and more, we also help local businesses like yours generate more business.

Hiring

- Get your ads ready.
- Begin conducting interviews. Use virtual meetings like Zoom if necessary. If you're not sure how to implement this, ask us.

At a critical time like this, we are here to help you. Call us at 540/891-9696 and let's work together to make this the greatest comeback of all time!

WE'RE ALL IN THIS TOGETHER

