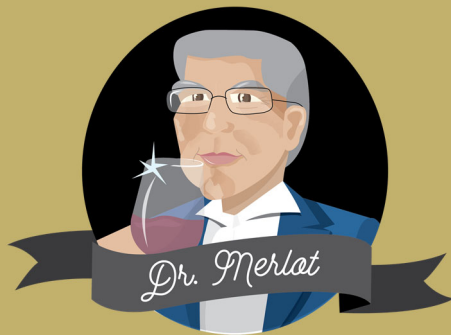


## 9 Reminders to “Survive” & Thrive



*Rawls*

BUSINESS  
SUCCESSION  
PLANNERS

1. Have a plan – A, B, C & D Plan
2. Relieve your core employees of any tension they have about their job
3. Reduce non-essential expenses
  1. Excess advertising
  2. Contractor services
  3. If needed, salaries
4. Ramp up your BDC – Go into a community service role, calling all your customers – “How can we help”
5. Hire a professional to sanitize your business
6. Be prepared to close your business
7. Platoon critical personnel
8. Talk to your strategic vendors – let them know you are making lemonade
9. Be visible – let people know your purpose