



Small Business Comeback

Back Open vs Launching a Comeback



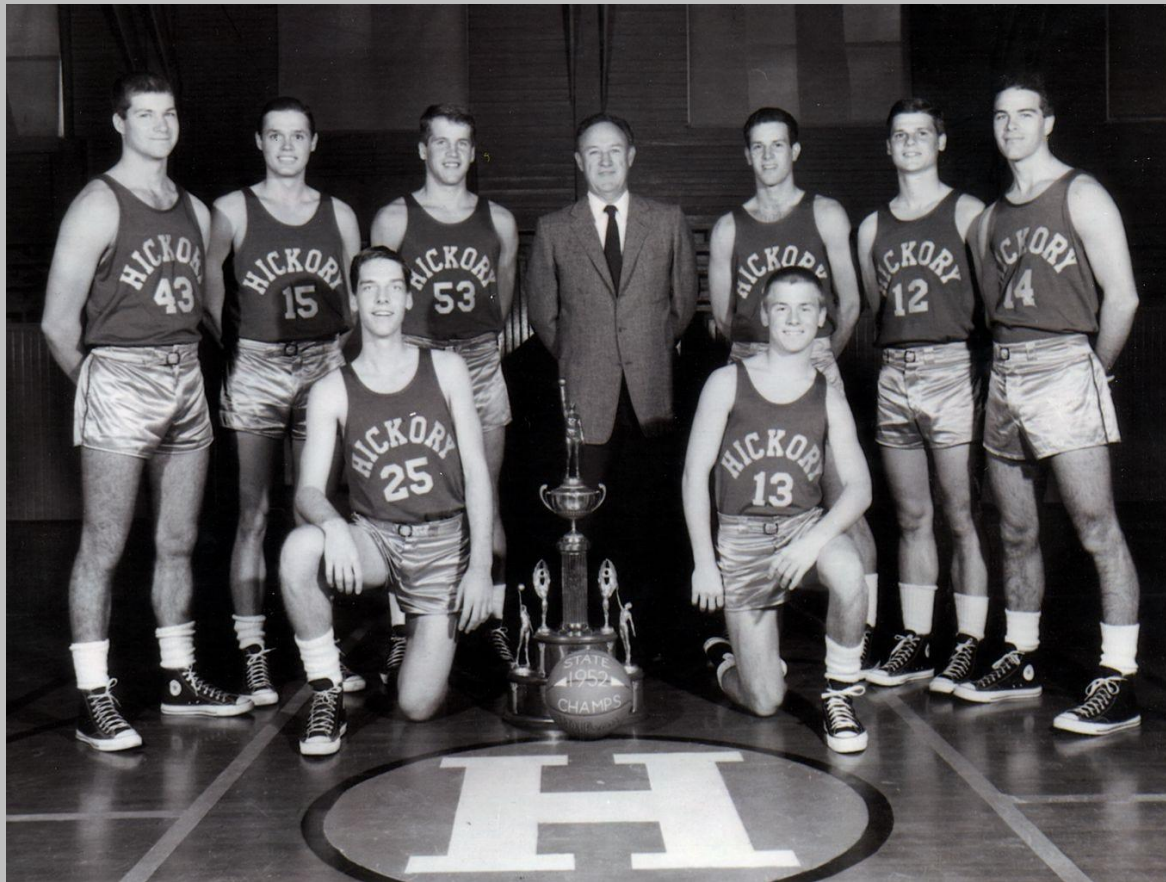
Let's talk about being
back open...



- “Just want to get back open”
- “Back to normal”
- “Business as usual”
- “If I could just get open again...”



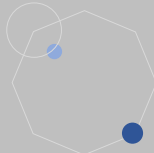
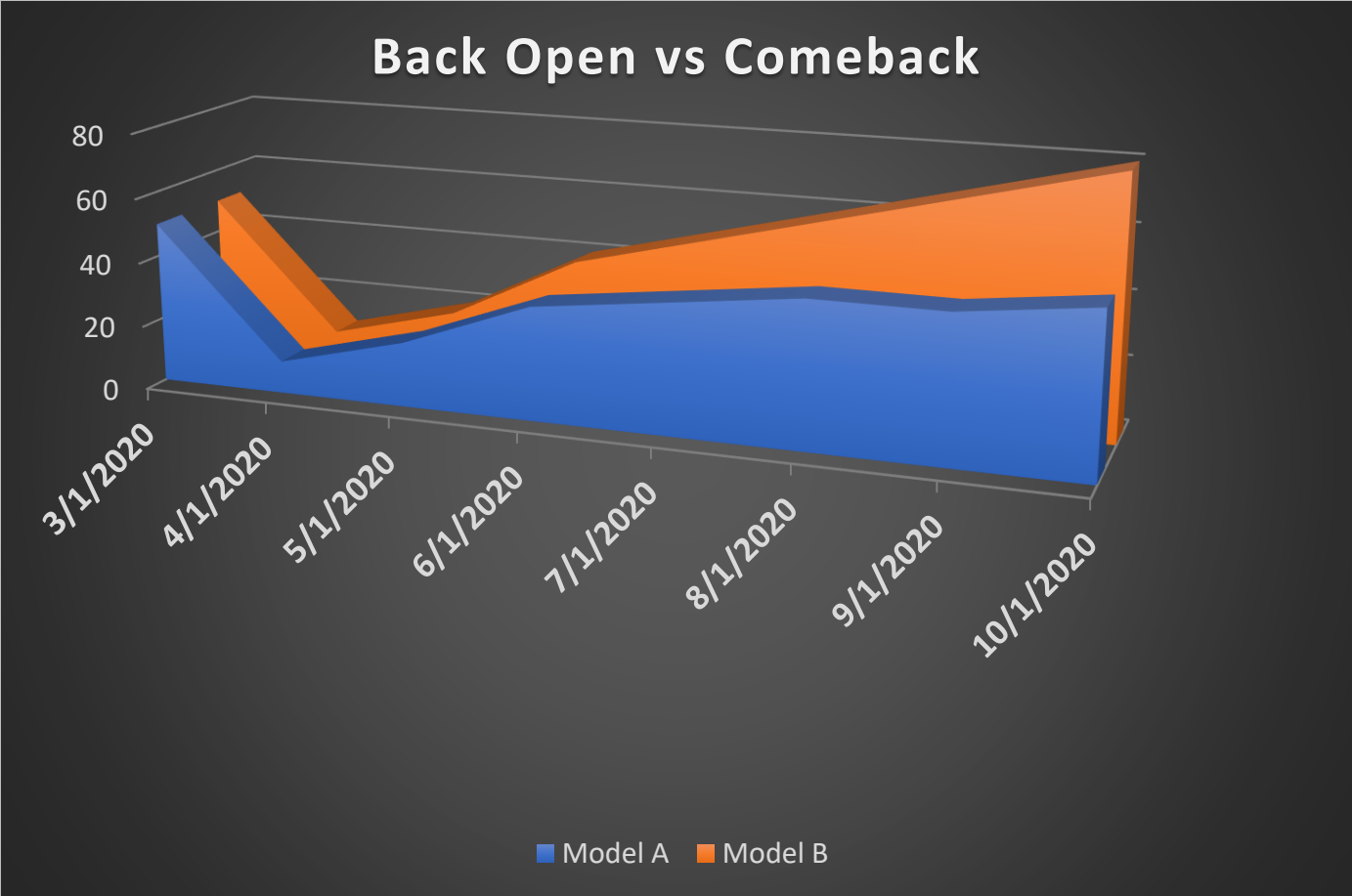
Now let's talk about launching a comeback!



- Turn weakness into strength
- Develop a new business culture
- Play offense
- “If I had more time I would...”
- Build new muscle groups

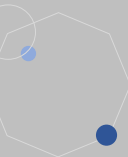
The model that matters...

Back Open
VS
Comeback



What makes the difference
between Back Open and
Comeback?

What you do **NOW!**



Grab something to take
some notes...



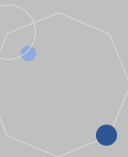
Ask yourself these
questions...


Knowing what you know now, if
you could go back to March
2019, what would you do
differently in your business to
prepare for March 2020?



Ask yourself these
questions...

What's the most important thing
you can do in your business going
forward to help insulate you from
the next set-back?



A man in a blue shirt and a dark vest stands in the foreground of a basketball gymnasium. In the background, several young men in athletic wear (red, yellow, and blue tank tops) are standing on the court. A basketball hoop is visible in the upper left. The scene is lit with indoor gymnasium lighting.

It's about
developing the
fundamentals of
the game.

Small Business Comeback Series

Jackson County, IN



- Tuesday, April 21- *Aligning Your Business Plan for a Comeback*, Jon Myers
- Wednesday, April 22- *Fueling Your Comeback with Events*, Sasha Norman
- Thursday, April 23- *Marketing Your Comeback*, Kelly Trask
- Friday, April 24- *Developing a Comeback Mindset*, Jill Christopher
- Monday, April 27- *Balancing Your Comeback and Public Health*, Dr. Chris Bunce
- Tuesday, April 28- TBA
- Wednesday, April 29- *Finding Your Digital Comeback Voice*, Crissy Riley

