



The COVID-19 Recovery Guide for Small Businesses

With the pandemic still raging in many parts of the country, business owners everywhere are understandably stressed. Of course, everyone wants to do their part to keep people safe and healthy, but the economic impact of closing down or losing business usually hits small-scale entrepreneurs hardest of all.

Small business owners don't have much — if anything — in the way of a safety net. When you're working on small margins to begin with, any upheaval can leave your business at risk of collapse. In order to help, [Business America](#) has gathered together some resources that may help to keep your head above water during the coming months:

Address Red Tape Issues

Do you have any lingering legal or bureaucratic issues to handle? Now's the time:

- Set aside time to figure out whether or not you should register your business as a [Pennsylvania LLC](#).
- Plan for any pay rate, insurance, or [benefits adjustments](#) you need to make for the upcoming year.
- If you haven't already, apply for COVID-19 [small business relief](#).

Connect with Your Community

We cannot get through this alone.

- [Use social media](#) to communicate with customers clearly about open hours and safety measures.
- Find ways to [foster relationships](#) with your current customers and clients so they remember you after any future shutdowns.
- Join your [local chamber of commerce](#) for support and solidarity from nearby entrepreneurs.

Adjust and Adapt

Stay flexible through the coming months.

- Start with an open, willing mindset — the [best ways](#) to adapt to COVID-19 may change as time goes on.
- Pay close attention to [guidelines](#), rules, and resources as they become available.
- [Practice creativity](#) in order to train your mind to spot out-of-the-box ways to manage the pandemic.
- If you find yourself interested or in need of another business opportunity, contact [Business America](#) to explore business and franchise listings.

We can't (and won't) pretend that the coming months won't be challenging. However, we hope these resources help ease the burden on your shoulders. Bookmark this article so you can come back to it whenever you need guidance for keeping your business going.

At Business America, we don't just sell businesses, we value them, too. To learn more about our business, franchise and real estate services, please fill out our [contact form](#).

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