

Survive to Thrive: Small Business Asset Worksheet

Purpose

This worksheet is designed to help you organize your thinking on how you get your small business through the COVID-19 recession while positioning it to thrive after.

Context

- The U.S. (and the world) has entered a significant recession.
- It's going to be tough times for a while. Acknowledge that. Be ok with that.
- Now, let's focus on how to avoid landing in Crisis mode,
- While steering you back to Good Times as soon as possible.



Step 1: Take Stock of Your Most Important Business Assets

It's common in a recession to see immediate revenue drop, but even when that happens you can still PROTECT and GROW your Assets to be positioned for a strong rebound as the economy recovers.

Let's Define Your Assets

List one asset in each box. Then, put a star next to the three most valuable assets.

Think broadly: Beyond cash, receivables and inventory - your team, clients, audience, communities, brand, content, products, traffic funnels, knowledge and skills are assets.

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Step 2: Brainstorm how you can PROTECT your assets during the recession, and what to do no to GROW them again ASAP

Do the three starred ones from above first.

My Assets	Do NOW to PROTECT it	Do NOW to GROW it ASAP
Example: SEO rank + traffic (Google + Pinterest)	<ul style="list-style-type: none"> Continue creating new content, refreshing high ranking content Continue scheduling / promoting content to help search rankings 	<ul style="list-style-type: none"> Identify and lean into emerging content trends that match new needs (i.e. life at home) but fit long-term keywords I want to rank for
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Step 3: Prioritize your resources.

You may have less cash, time or mental and emotional energy now than you did a month ago. With limited time, what are the top things you will focus on TODAY, THIS WEEK, NEXT WEEK and in the NEXT MONTH to PROTECT AND GROW your assets?

Timeframe	Date(s)	My Action Items to PROTECT and GROW Assets
Today		<ul style="list-style-type: none"> • • •
Tomorrow		<ul style="list-style-type: none"> • • • •
Next Week		<ul style="list-style-type: none"> • • • • • •
In the Next Month		<ul style="list-style-type: none"> • • • • • • • • •

Step 4: Share your plan with an accountability partner, mastermind group, friend, spouse - anyone who can help you achieve your goals or offer feedback

It's important for them to know your plans for this time, so that they can provide encouragement, help free up focused work time for you and share your wins with you.