

Small Business Webinar:

SOLUTIONS TO HELP BOOST BUSINESS IN 2021

Wells Fargo Small Business Resources

Nearly a year has passed since COVID-19 began causing businesses to shut down in the U.S. And with vaccines rolling out, we're getting a glimpse of what it might look like as we work toward a new "normal." Over this past year, we've seen the ingenuity of American small businesses firsthand. A few things stood out:

- Owners are facing similar challenges and are approaching those challenges with resolve.
- Each small business is unique.
- Networks where small business owners can learn from one another are powerful.

Our webinar featured two small business owners, as well as a business coach. In this content guide, we'll highlight each business, along with the coach's advice, so you can easily identify what might be helpful for your own business.

Chandra Hammer | ProMed Apparel (Mesa, Arizona)

Chandra's business primarily sells scrubs to healthcare workers. During the pandemic, she shut down her storefront and moved her retail operations to a bus, bringing scrubs directly to hospitals.

INSIGHTS: Chandra used her network for guidance, insight, and advice so she could plan ahead.

CONNECTIONS: By using her connections to pressure test her ideas, Chandra ended up finding support in unexpected places.

BUSINESS STRATEGY: Chandra bought a mobile unit prior to the crisis, thinking it would be a great add-on to the business, but it never took off. During COVID-19, she pivoted everything to mobile, and it saved her business.

MARKETING: Chandra used social media extensively. This meant she could market her business and the pivot she was making.

CAPITAL CONSIDERATIONS: Chandra made sure she made use of available loans, grants, and support to help her get through the tough times.

Chandra's advice:

Remember that your relationships aren't just with your customers — your network is everyone you interact with. And, if a situation comes up where you can't figure out a way through, just keep thinking about it, adjust, and adapt.

Helpful articles:

- [Adapting your business: A road map](#)
- [Staying positive during the crisis](#)
- [Building community in a crisis](#)

Efrain Mejorada, Jr. | Los Tres Pollos (Los Angeles, California)

Efrain runs one of the three locations of his family's fast casual Mexican restaurant. During the crisis, they went back to basics and treated their staff as family.

INSIGHTS: Efrain made sure he was fully familiar with changing rules and guidelines so he was prepared for the new situation.

CONNECTIONS: Efrain focused on his community connections to find a new customer base.

BUSINESS STRATEGY: The Mejorada family went back to basics and focused on phone and to-go orders, as well as customer service.

MARKETING: Efrain and his family found that new approaches to marketing delivered results, even if that meant going old-school.

CAPITAL CONSIDERATIONS: Los Tres Pollos didn't cut staff or raise prices. They focused on bringing customers in and making it easy for them to pay.

Efrain's advice:

Treat everybody that comes into your business like family. Show them how much they mean to you. And don't try to do things first, just try to do them right.

Helpful articles:

- [Make the shift to contactless payments](#)
- [Should you still mention COVID-19 in your marketing?](#)
- [Your customer's journey during COVID-19](#)



Ian works with businesses to help them boost their revenue. He specializes in B2B businesses, offering unique insights to firms that don't work directly with consumers.

INSIGHTS: Ian recommends focusing on insights that tell you more about what your clients are going through.

CONNECTIONS: Consider building connections based on what you can offer, not what you need or what you're selling.

BUSINESS STRATEGY: The best pivots come from the changing needs of your customers. If their needs evolve, can you adapt your business to be the first to meet them?

MARKETING: Many businesses stop marketing to existing clients. If that happens, your clients might look elsewhere for a service simply because they don't realize you offer it.

CAPITAL CONSIDERATIONS: The best way to generate revenue is to shift your thinking away from "how do I sell more" and to think instead about what your clients need, and then offering that.

Ian's advice:

Reframe how you think about COVID; try using it as an acronym for tips to improve your business.

- C**hange
- O**ppportunity
- V**alue
- I**nnovation
- D**edication

If you'd like to rewatch the webinar or explore additional resources, head to wellsfargo.com/smallbusinessresources.

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