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## NEW YEAR'S RESOLUTIONS

### For your Small Business

1

#### Increase your online presence

Help attract new customers and build brand loyalty by strengthening your digital footprint in 2021.



2

#### Maximize your agility

Be flexible and willing to adapt quickly to an unpredictable climate. Learn from 2020 and prepare for different scenarios.



3

#### Engage with customers

Communicate with customers by answering online questions, emailing promotions, and notifying people of any changes to services or deliveries.



4

#### Embrace technology

Leveraging technology to increase customer engagement and help build trust and transparency with your brand.



5

#### Reduce costs

2021 could be a great time to reduce overhead, market on a budget, and go green. Save money and prepare for the unexpected.



6

#### Foster a positive workplace culture

Double down on company values, transparency, and communication with team members. Consider remote work options to support employee needs.



7

#### Encourage customer reviews

Provide honest, ethical, and prompt service to customers. Encourage customers to leave reviews and share experiences.



8

#### Exercise transparency

Operating with transparency to build relationships that turn curious browsers into buyers and buyers into raving fans.



9

#### Invest in your community

Show you care and give back however you can. Small gestures or in-kind donations, can help neighbors in need.



10

#### Establish trust

Giving your business a step up over the competition is always something to desire, and aiming for BBB Accreditation is a valuable way to do this.



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