

SURVIVING THE COVID-19 CRISIS

Financial Strategies to Implement Now

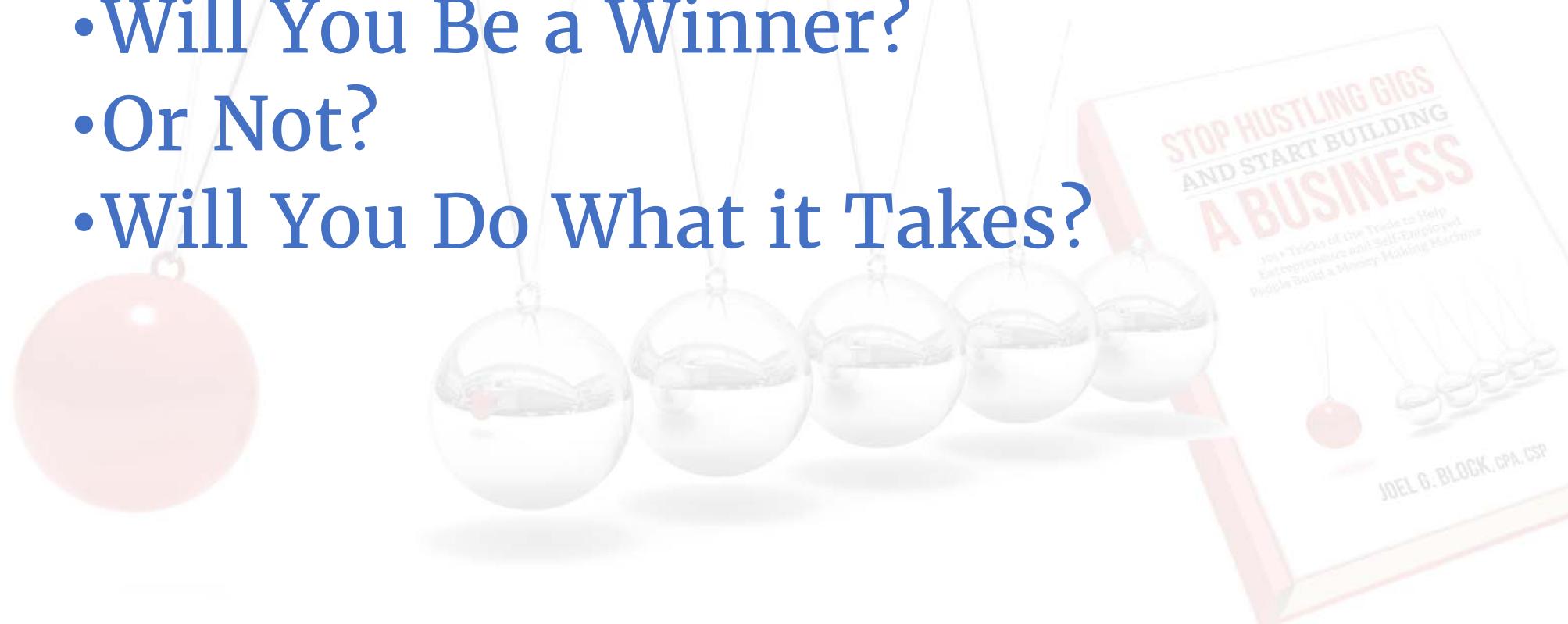
Prepared for: **Assessments 24/7**

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SOME WILL SUCCEED, SOME WILL FAIL. WHY?

- Will You Be a Winner?
- Or Not?
- Will You Do What it Takes?



TAKE CHARGE

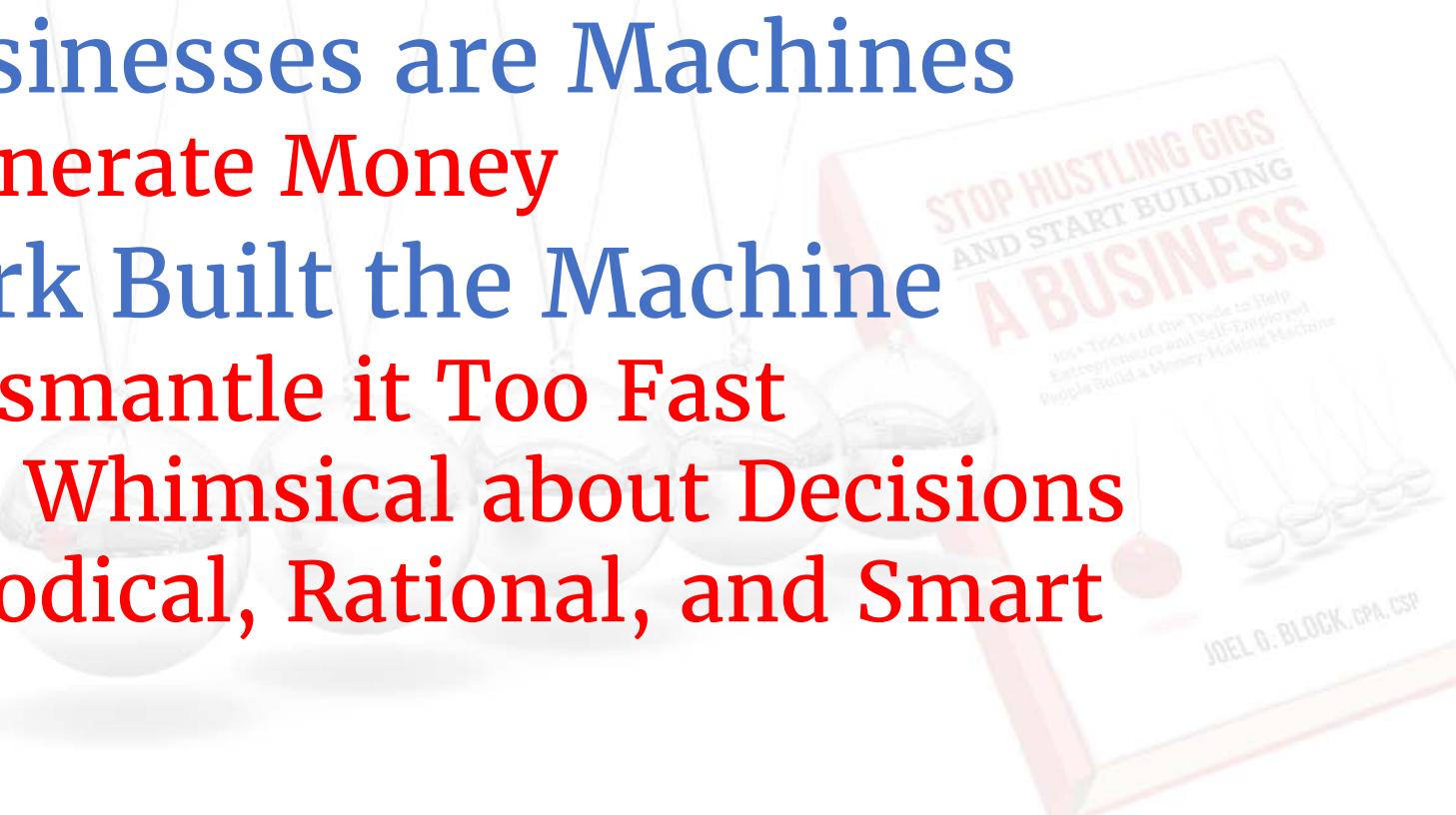
- Play Offense – Not Defense
- Take the Inside Track



Inside Track:
Best
Smartest
Fastest

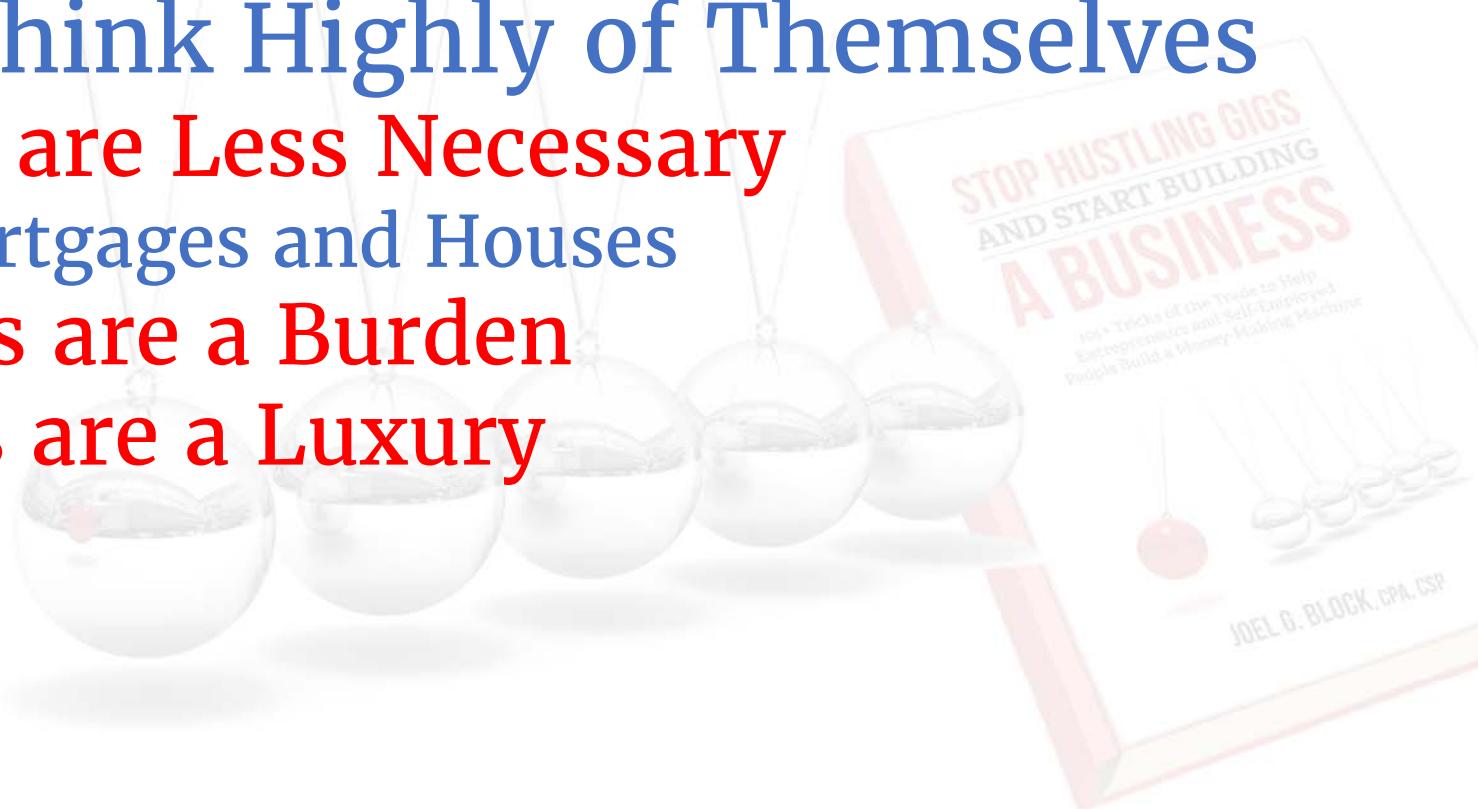
WHAT IS A BUSINESS?

- Great Businesses are Machines
 - That Generate Money
- Hard Work Built the Machine
 - Don't Dismantle it Too Fast
 - Don't be Whimsical about Decisions
 - Be Methodical, Rational, and Smart



IN GOOD TIMES...

- People Think Highly of Themselves
 - Brokers are Less Necessary
 - i.e. Mortgages and Houses
 - Advisors are a Burden
 - Coaches are a Luxury



BUT IN CRISIS

- People Need Help – Right Now
 - Brokers, Advisors, and Coaches become Critical
 - Urgency Abounds



THE 4 CRISES

1. Health Emergency

4. Upcoming Mental Health Crisis

2. Personal Financial Crisis

3. United States Debt Crisis

THE SILVER LINING

- The Largest Cash Infusion in the History of the World
- On the Other Side Lies Opportunity
 - Like Never Before
- Hang in There



DISCLAIMER

I am NOT an Attorney

I am Not a Financial Advisor

I am a CPA, but Not Your CPA

This is Not Advice

Run Everything By Your Advisors

MONEY HAS TO MOVE

- Moving Money: Velocity
 - I Give to You, You Give to Others
- Still Money Goes Stale
- That's a Healthy Economy



WHAT HAPPENS WHEN THE MUSIC STOPS?

- This Has Never Happened Before
- The Problem:
 - Money is Still – Not Coming In
 - But Some Must Still Go Out
- If Everyone Had \$0 In and \$0 Out...

WHAT SHOULD WE DO

- Triage: Save the Patient
 - Stop the Bleeding (Part 1)
- Government is Addressing it Daily
 - Programs are Rolling Out (Part 2)
- Prepare to Thrive
 - Largest Capital Infusion Ever (Part 3)
 - Time Permitting

PART 1

Surviving the Emergency

Triage the Patient – Stop the Bleeding

FINANCIAL CRISIS MANAGEMENT 101

- Crisis Management is a Science
 - There are Steps to Follow
- Do Not Make It Up as you Go Along
 - Do Not Be Embarrassed
 - This is not Your Fault
- You Owe Your Best Effort to:
 - Yourself, Family, Team, Vendors

GOAL OF CRISIS MANAGEMENT 101

- Survive 6 Months
 - Business
 - Personal
 - Community



CRISIS MANAGEMENT – STEP #1

- Know the Truth (1)
 - Identify Fixed (Mandatory) Expenses
 - Rent, Leases, Insurance, Payroll, Utilities
 - Debt/Mortgage, Contracts, Taxes
- The Strategy
 - *Renegotiate, Restructure, Defer, Forbear*
- How: Research Websites, Make Calls

CRISIS MANAGEMENT – STEP #2

- Know the Truth (2)
 - Identify Variable (Discretionary) Expenses
 - Advertising, Promotion, Entertainment, Subscriptions, Fun
 - The Strategy
 - *Contemplate, Eliminate, Renegotiate, Pause*
 - How: Research Websites, Make Calls

CRISIS MANAGEMENT – STEP #3

- Know Your Emergency Resources
 - List Balances & Interest Rates of CCs
 - List Balances & Rate of HELOCs, LOCs
 - List Any Other Sources of Cash
 - Use Lowest Rate Options First
 - Take Low Rate Cash Advances

CRISIS MANAGEMENT – STEP #4

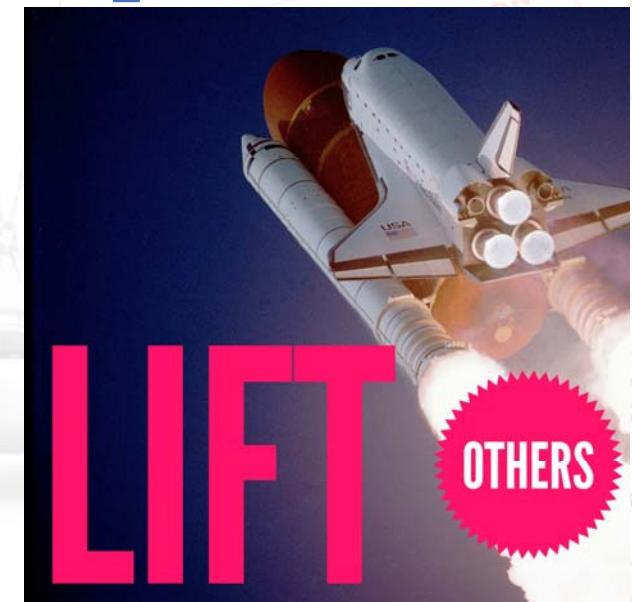
- Tap Your Assets
 - Cash Value of Life Insurance Policies
- Place HELOC on Home
 - (Home Equity Line of Credit)
- Stocks and Retirement Funds
 - Last Resort
 - Don't miss the bounce

CRISIS MANAGEMENT – STEP #5

- Document Cash In v. Cash Out
 - Manage Cash with an Iron Fist
 - Delay as Much as Possible
 - Try to Match “In” with “Out”
 - Keep current with suppliers that you need
 - Take Advantage of (New) Grace Periods
 - Some Insurance – 60+ Days
 - Mortgage, Credit Cards...

CRISIS MANAGEMENT – STEP #6

- CV Bonus – Lift Up and Help:
 - Employees
 - Colleagues
 - Neighbors
 - Family
 - Friends
 - Competitors
 - We can compete when this is over



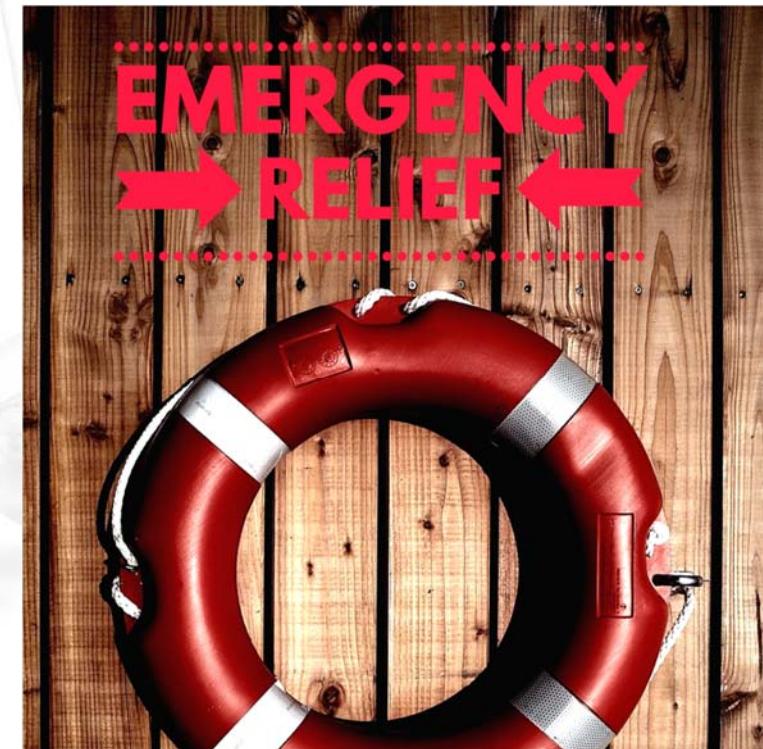
CRISIS MANAGEMENT – STEP #7

- Access Government Funds
 - State Programs – Do the Research
 - Federal Programs (Next Section)



PART 2

Accessing Federal Funds



GET \$10,000 RIGHT NOW

- Funds are Limited
- Don't Delay
- The Application Takes 5 Minutes

bit.ly/CVGrant

DETAILS ARE EVOLVING DAILY

- 2.2 Trillion Package
- Available Funds are Limited
- Call Your CPA for Help Now
- More Funds will Likely be Required
- Many Questions Remain

PPP LOAN WITH FORGIVENESS

- Logic: Give to Biz or to Unemployed
- Paycheck Protection Program (W-2)
 - Access Through Local Lenders
 - For Small Biz – Under 500 Employees
 - Up to \$10MM Loan
 - Forgive up to 8 Weeks P/R & Other
 - No Personal Guarantee

EIDL – EMERGENCY RELIEF FROM SBA

- Logic: General Relief
- Economic Injury Disaster Loans
 - Access Through SBA
 - For Small Biz – Under 500 Employees
 - Up to \$2MM Loan
 - Personal Guarantee Required

PART 3

Thriving in the Future



DISRUPT YOUR COMPETITORS' FUTURE

- Be Superior
 - Vision
 - Strategy
 - Business Model
 - Team
 - Organizational Bullseye™

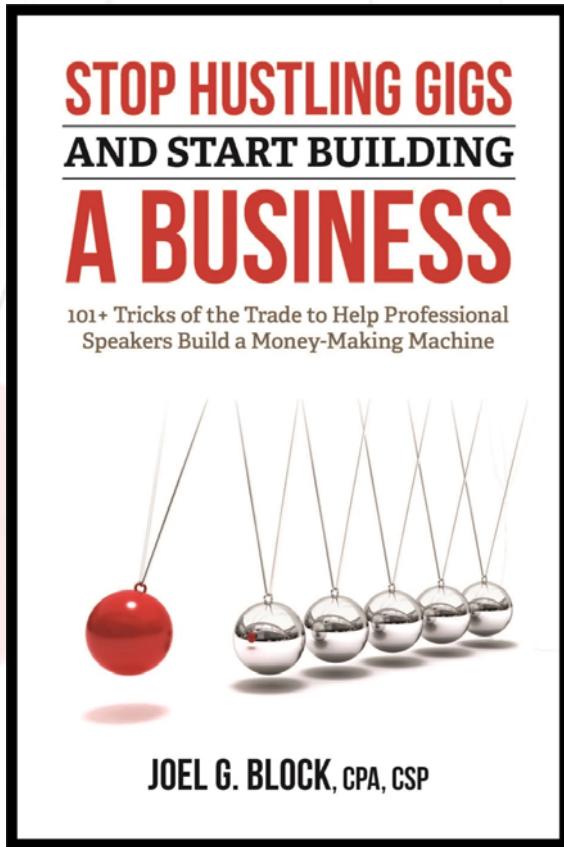


GROW YOURSELF NOW

- Work Customer Lists
- Learn New Skills
- Try these Resources



WANT 101+ MORE IDEAS?



TRICKS TO GET THE INSIDE TRACK

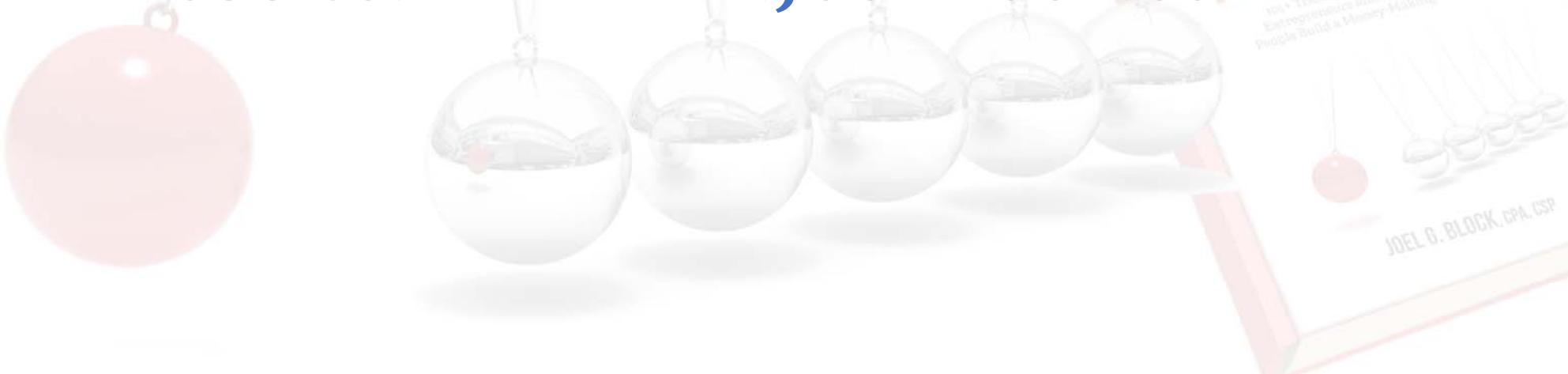
- Business
 - Strategies
 - Insights
 - Plans



- We Call it: Profit from the Inside®

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 - Vimeo:
- Just Use
My Name

WE CAN DO THIS...

Let's Make it Happen Together

