



## COVID-19 Survival Strategies for Small Businesses: A Webinar Series Presented by the SCORE Chapters of Wisconsin

Small businesses have been hurt deeply by COVID-19 and the impact will likely be permanent. SCORE is committed to helping small businesses like yours overcome these unprecedented challenges.

Join us for a series of 4 LIVE webinars presented by Certified SCORE Business Mentors from Wisconsin on April 6, 7, 8 & 9 from 8am-9am. We'll discuss critical survival strategies, answer your questions, and help you adapt your business so you can weather the storm and come out with a stronger business.



Attend all 4 webinars or only those that interest you.



*Ken Wundrow,  
Certified SCORE  
Mentor, Madison*

### The Health of Your Business

Monday, April 6, 8am-9am

- Update on COVID-19
- Safer at Home Order
- Dealing with anxiety
- The new normal

[Register Here](#)



*Gary Lewins,  
Certified SCORE  
Mentor, Green Bay*

### Finances and Staying Alive

Tuesday, April 7, 8am-9am

- Assessing today's financials
- Short- and long-term actions
- Disaster assistance

[Register Here](#)



*Frank Sherman,  
Certified SCORE  
Mentor, Southeast  
Wisconsin*

### Business Model Adaptation

Wednesday, April 8,  
8am-9am

- Resolve
- Resilience
- Return
- Reimagination
- Reform

[Register Here](#)



*David Maaske,  
SCORE District  
Director Wisconsin*

### Marketing in a Crisis

Thursday, April 9, 8am-9am

- "Scary Times" Success Manual
- Pre-Covid-19 marketing strategy
- Covid-19 marketing impact
- McDonald's case study
- Johnson & Johnson case study
- Communications in a crisis

[Register Here](#)

**With Score, it's all about you and your business success.  
You are not alone on your journey.**