

STEERING YOUR BUSINESS TOWARD SUCCESS IN THE “NEW NORMAL”



Select the links below to access resources mentioned in today’s webinar.

Assess your current situation

Ask yourself:

- Am I being as efficient as possible with my resources?
- Are there recurring subscriptions that I no longer need?

[How to Calculate Inventory Turnover](#)

Clean house

Ask yourself:

- Will I still need as much office space in 2021?
- Should I reallocate my human capital?
- Am I selling all my inventory?

[Managing Human Capital in a Pandemic](#)

Optimize your business for today’s world

Ask yourself:

- How can I make it easier for employees to work from home (when possible)?

[Implementing a Work From Home Policy for Your Company](#)

- Can I conduct a competitive analysis to determine what other products and services I can offer?

[4 Tools to Help with Competitive Analysis](#)

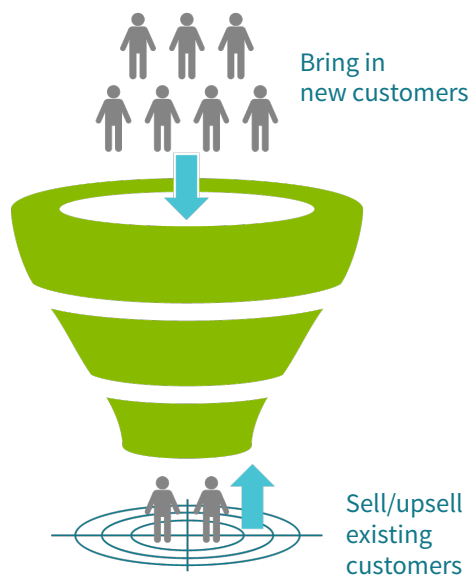
REMEMBER:
THERE ARE MANY
BENEFITS TO ESTABLISHING
A RELATIONSHIP WITH A BANKER
YOU KNOW, LIKE, AND TRUST.

Re-evaluate your value offering

Ask yourself:

- What else can you be doing or providing to add value to keep customers long-term?
- Should you focus on new product development? Diversification?

YOUR SALES FUNNEL IN THE “NEW NORMAL”



Access capital

Ask yourself:

- Are you clear about how your personal finances and small business finances are intertwined?
- Do you need other technology or other investments for new offerings?

[Short-Term Financing: A Bridge to Cash Comfort](#)

[Five Small Business Cash Flow Management Tips](#)

[What are My Working Capital Requirements?](#)

[Do You Own Your Small Business or Does it Own You?](#)



STEERING YOUR BUSINESS TOWARD SUCCESS IN THE “NEW NORMAL”



6 KEYS TO POWERFULLY PROMOTE YOUR BUSINESS

Select the links below to access resources mentioned in today’s webinar.

1

Promote yourself in relation to your small business

Your personal brand is a valuable asset for your business.

2

Use your personal channels to promote your business

Put yourself out there.

3

Connect with customers through social media

[Connect with Customers Through Social Media](#)

[7 Tips for Making Videos Customers Will Watch](#)

Make very short video clips with your phone and post to social media regularly.

4

Realize the benefits of paid search

[Paid Search 101](#)

Consider paid search if you can. Build an email list and use it to drive business.

5

Improve your digital presence

Audit your website and make sure it is effortless for customers.

6

Get creative with advertising

[Marketing Is Not Optional](#)

Step out of your comfort zone and get creative.

MEET OUR PANEL



Inspired by a mentor to reach for more after starting [MillennialMoneyMan.com](#) and paying off his loans, **Bobby Hoyt** began a pursuit of all things personal finance. Dissatisfied with the financial condition of his fellow millennials, he applied his knowledge as an educator to his blog. Through his work on Millennial

Money Man, he hopes to help change the face of personal finance in Gen Y by challenging his readers to slay their debt, increase their income, and plan for their future.



Jim Kersey started working at a young age by mowing lawns and his parents taught him to properly handle the income he was earning. As a kid, Jim took pride in being a hard worker and wanted to understand how to make smart financial decisions. Today, he believes that having a good foundation and understanding of money management goes a long way toward overall financial success. Jim enjoys helping people grow financially and achieve their goals. In his current role as a Consumer Banking Manager for Regions Bank in Nashville, Jim enjoys being a mentor to his team members.

LEARN MORE

Regions Next Step is a bank-wide financial wellness program designed to help people better understand their finances. With an online collection of articles, podcasts, worksheets, calculators and other useful resources, Next Step can help you break down your financial goals into manageable and achievable steps. No matter your stage in life, we’re here to help you move your life forward.

Join a financial wellness webinar where a knowledgeable Regions associate will walk you through easy-to-understand courses covering key financial topics. [Regions.com/NextStepWebinars](#).



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NEXT STEP RESOURCES



TOOLS AND RESOURCES



Articles

Articles with tips and advice to help you take the next step toward your financial goals.

Regions.com/Insights



Courses

A self-paced series of interactive videos covering financial wellness tips, accessible via mobile device, tablet, or desktop.

Regions.com/Learn



Worksheets

Planning worksheets to help you break your goals down into manageable steps.

Regions.com/NextStep



Podcasts

Quick, educational podcasts with tips to help you achieve your personal and business goals.

Regions.com/NextStepPodcasts



Webinars

Webinars on key financial wellness topics lead by Regions associates.

Regions.com/NextStepWebinars



Calculators

Interactive calculators that can help you budget and save for all of your goals.

Regions.com/Insights/CalculatorLibrary



Scholastic for Kids

Fun, educational games and activities, focused on math and money, for Grades K-8.

Scholastic.com/Regions

EXPLORE FOR MORE TIPS



Financial Guidance During COVID-19

Guidance, tools and resources to help you safeguard your finances.

Regions.com/NextStepCoronavirus



Raising a Financially Fit Family

Family-friendly financial resources and advice to help families learn smart money habits.

Regions.com/NextStepFamilyBudget



Boost Your Money IQ with Financial Tips for Students

Insights and resources for students to make the most of their college experience without breaking their budget.

Regions.com/NextStepForStudents



Saving For Your Next Vacation

Budgeting hacks and money-saving strategies to help you grow your vacation fund.

Regions.com/NextStepVacationBudget



Holiday Hacks

Spending, saving and budgeting tips for holiday shopping, activities, travel and more.

Regions.com/NextStepHoliday



Next Step for Business

Collection of resources for business owners to help to take their businesses to the next level.

Regions.com/NextStepForBusiness

LEARN MORE

- 1 Make an appointment with a Regions banker:**
 - Call the Regions Green Line at 1-800-REGIONS
 - Go to Regions.com and click "Make an Appointment"
 - Visit any Regions branch

- 2 Visit the Next Step Financial Learning Center for free, online interactive videos:** Regions.com/Learn

- 3 Use our online resources including articles, podcasts, and calculators:** Regions.com/NextStep



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