1. Six Tools to Help Protect Your Business During COVID-19 | Bench Accounting - YouTube

<https://www.youtube.com/watch?v=p-xYge1F5Og>

Transcript:

hey everyone I'm Caitlin and I work on the business development team here at bench helping to manage some of the exciting partnerships that we have with some great like-minded organizations I wanted to share some initiatives and helpful tools that our partners have launched during the Cova 19 crisis to help their clients but before I do that here's what we've been up to at bench if you run a small business you've probably heard a lot about disaster relief loans and the Paycheck protection program

otherwise known as PPP the thing is it can be pretty overwhelming to know whether or not you can apply let alone how to get started that's why we've launched a free consultation service to help small business owners understand their financial relief options and the necessary steps to get approved for a loan things move really fast especially right now and there's a lot going on we want to keep as many small business owners informed as possible so we've developed blog posts and guides to help unpack the things that you need to know

about managing your business during this time while navigating the multiple funding options that are available to you you do get PPP funding we can deliver reports and details that you need to make applying for loan forgiveness fast and easy you haven't received funding we're still offering our core services like bookkeeping and financial reporting which can give you more time to focus on your business and help you better manage and understand your cash flow ok enough about bench now here are some things

that our partners in the tech space have been up to if you receive PPP funding you can get that loan forgiven but getting all the documents together for that application can be confusing and really complicated one of the biggest expenses that you can use the PvP towards is payroll and if you do you'll have to prove that you did indeed spend that money on payroll that's where gussto comes in they're here to help keep your payroll organized which will be especially helpful when applying for that loan forgiveness

Gusto's platform is incredibly streamlined and easy to use just like bench if you aren't augusto customer and that was a great time to sign up as they have temporarily reduced their pricing and are happy to offer you a free trial their services retaining clients and managing cash flow is always tricky but given the current situation this has been made all the more difficult our friends at square are supporting small businesses during this time with the creation of their give and get local.com website here customers can

support their favorite local businesses by purchasing a gift cards or ordering curbside pickup or delivery you might have noticed that your business has slowed down considerably you're not alone here recognizing that the folks at Shopify have created live workshops through their Shopify compass platform these workshops cover topics such as strategies for brick-and-mortar retailers SEO for beginners best practices for social media and many more these courses will help you get creative and potentially help you discover new

ways of making money finally our friends at fresh books have been improving the lives of small business owners for years with their easy-to-use invoicing platform and their I make a living program this program centers around creating a community for entrepreneurs and bringing them together for live networking events unfortunately all in-person events in the I make a living space have been cancelled this year but fresh books was able to quickly pivot they have moved the program completely online with an amazing

Facebook community an insightful podcast live webinars and even a virtual mentorship program which pairs entrepreneurs together to network trade business tips and just have fun I hope you're all staying safe and keeping healthy thanks for watching