**Doing Business During a Recession for Entrepreneurs**

Since starting my business over twenty-one years ago, I have experienced many recessions Whether we are or not in a recession currently, for self-employed hearing the words **recession** is frightening. Many of us are just getting back up on our feet after Covid Pandemic. What does recession mean to your business? Are your customers going away? Things are so expensive right now and many of my customers are cutting back their spending. What should you do? Take a deep breath and reach out to two wonderful Universities. Clark University and Salem State University, they are Small Business Development Centers and offer a variety program for small businesses. The classes are always changing check out their websites.

During the idyll periods of past recessions, I stop panicking and decided to make use of the time I had available and attend workshops and webinars. I have participated several workshops offered by both Clark University and Salem State University and found the programs very helpful. It was encouraging to learn that my business was doing well during these difficult times. Especially during Covid, I learned about the areas of my business that were working well, and how to identify those areas that needed improvement. I was given new skills and strategies that might help during recessionary periods – and beyond. The instructors were business owners who shared their knowledge and expertise and gave suggestions on doing business in a fluctuating economy. I took their strategies and adapted some of them to my business. Their suggestions were insightful, current, and practical. I am continuously working on improving and updating my business plan.

**Contact information:**

Clark University SBDC

950 Main Street, Worcester MA 01610

508-793-7615

[www.clarku.edu/offices/sbdc](http://www.clarku.edu/offices/sbdc)

Salem State University SBDC

71 Loring Avenue, Room CC156

Salem MA 01970

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**SCORE**

Another option is to find a mentor to help you directly. I have worked with SCORE, which is nation’s largest network expert business mentors. Find a mentor at SCORE.ORG you can get one locally or in another state. FREE service. I have terrific mentor who I can ask questions or use her as sounding board. We brainstorm, she may share information other mentees have shared with her. I will tell you find the person you are comfortable with. It took me years to find one that has really helped me. Well worth the search.