

# During Recessions, Focused Businesses Succeed

Recessions are not a fun time to be a business owner. But painting contractors who use them as an opportunity to master the basics put themselves in a position to survive the recession - and thrive in the years afterwards.



## Focus on the Fundamentals

Any profitable business has three key elements. You can't remove one, even during a recession, or business will suffer.

**Marketing** brings new and existing customers to you.

**Operations** includes providing a great paint job and delivering great customer service.

**Accounting** ensures you're only taking profitable jobs - and finds ways to increase their profitability.



## Focus on Future Business

One of the easiest ways to lower costs is to always focus on future business. Most people only need their house painted every few years, but each customer can be a valuable source of referrals.

Focus on customers and their needs anytime you're talking with them. Make sure they're satisfied with their experience before you take payment. And never miss the opportunity to ask a happy customer for a review or for repeat business!



## Focus on New Services

Have some space on your calendar? Take that time to expand your skillset and your service offerings!

Pressure washing and carpet cleaning can help to fill work schedules, but recessions aren't a great time to spend the money required for commercial-quality equipment. Instead, consider adding carpentry services, specialized surface coating or even disinfecting services to fill gaps in your day.

*"My success, part of it certainly, is that I have focused in on a few things."*

Bill Gates

