

# 6 ways to prepare to re-open

## Steps to prepare businesses to open their doors after Covid-19

Moving our county forward safely is up to you!

### 1. Build a Covid-19 Plan

*Prepare a plan of action. This plan will later be used in marketing efforts to show your customers that you care. Call it your Covid-19 Safety Plan. Include cleaning and sanitizing schedules, new protocols, safety procedures, social distancing, and options that include both indoor shopping and curbside. Be sure to continue reaching customers virtually with Facebook Live, videos, webinars, photo updates, and more.*

### 4. Market Your Plan

*As businesses begin to re-open, consumers will look for those locations who have clearly marketed their Covid-19 Safety Plan. Big franchises, as well as other small businesses who have already remained open, have executed this very well and for some it has even increased their business. When you begin to market that you're back open, follow it up with your new plan. Consumers will notice and make sure they are entering a safe environment.*

### 2. Social Distancing

*By now, you've been to a store that has stickers on the floor showing you where to stand, saw the signs that limit the number of entrants, noticed some doors are marked Entry and some Exit, workers are using gloves and are wearing face masks, and you have even seen plastic shields in front of counters. You need to consider similar procedures. Start gathering necessary supplies and signage to accommodate your Covid-19 plan.*

### 5. Respect The Process

*This process of re-opening will constantly adjust as our leaders evaluate the current environment. Just as many people who are ready for business to be open as usual, there are others who will remain overly cautious for quite some time. If you cater your plan to the cautious, consumers will be more open and respect those procedures. The lack of a Covid-19 Safety Plan will undoubtedly lose some customers. The faster you adhere to the safety protocols, the faster you will get back to business as usual.*

### 3. Cleaning Schedule

*Consumers will notice if your store is clean, organized, and safe to enter. Make sure you are rebuilding your cleaning plan and have all the necessary items needed to do so. Build a new schedule and add it to your daily calendar. Make sure your staff is fully aware of the new procedures - have staff meetings before re-opening to go over your plan. Build in inspection times and checklists for quality control.*

### 6. Contact the Chamber

*The El Dorado County Chamber of Commerce is launching a Back in Business campaign. Let us help you spread the news that you are back in business.*

*Contact the chamber to have your re-opening promoted.  
#BackInBusinessElDorado*

