

March 19, 2020

Resources related to COVID-19 business impact:

1. **Why adding an expense line item makes sense**
2. **SBA loan webinars continue**
3. **SaaS tool for managing cash**

Consider adding an expense line item called COVID-19 and dump off all expenses in there including your staff and personal time spent dealing with a crisis – [this 30 second video by Ron Lovett](#), author of *Outrageous Empowerment*, will explain why it will make it easier to apply for government assistance if and when it comes available.

Ami Kassar will continue with his noon ET SBA Loan webinars tomorrow and next week -- [Register here](#). He has also put together [a community site to help business owners navigate through the SBA loan process](#) during these confusing times.

And I just sent [info on getting Alan Miltz' SaaS tool for managing cash](#) – no charge for 3 months – stress test your cash with just 6 numbers from your financials.

Keep Scaling,

Verne Harnish, CEO

Scaling Up

Author of *Scaling Up (Rockefeller Habits 2.0)*

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