



Image via [Burst](#)

How Your Small Business Can Thrive in the COVID-19 Era

As a small business owner, no one needs to tell you that COVID-19 has affected your business. And if you're like most non-essential business owners, the pandemic has introduced its fair share of challenges. Nonetheless, it's possible for your business to flourish while the nation continues its reopening phases. Here are some ideas to consider as you aim to keep—and even grow—your small business in the age of COVID-19.

Embrace Telecommuting

Telecommuting has become increasingly popular among companies for years, but now it has become critical.

- Boosted productivity, reduced turnover, and lower costs are just a few of the many [benefits](#) of utilizing telecommuting in your company.
- More and more workers are becoming [successful](#) as telecommuters, and you know that a happy employee typically means that they will produce better work for your company.

- Working well with a distributed team requires you to employ certain [principles and strategies](#).
- For more information, look to [Orange Celebration's business page](#) to give you a sense of how to navigate remote work, whether it's for yourself or your employees.
- With more people working from home, cyber security has become even more important. Look for ways to ensure your business, your identity and your devices are [protected](#).

Look into Financial Assistance

There are several assistance programs available to small businesses through governmental agencies and other organizations.

- The Small Business Administration (SBA) is offering a number of [relief options](#) for small businesses across the country.
- You also may qualify for assistance at the state level. [Here](#) is a list of programs by state.
- Additionally, many non-governmental [organizations](#) are coming up with ways to help small businesses flourish during the health crisis.

Outsource Where Necessary

Like telecommuting, more and more companies have been outsourcing tasks to make their operations more efficient. Some (or all) of these ideas could prove beneficial for your business:

- The need for [marketing](#) has not disappeared in the COVID-19 era. If anything, it has become even more critical for small businesses.
- As a way to grow your business, try to [find app developers](#) to create a customized mobile app for your business.
- Outsourcing your [accounting](#) to a qualified freelancer can help ensure that your everyday numbers add up while saving your company money.

Practice Self-Care

As a business owner, you're likely no stranger to stress, particularly right now. Taking care of your health and well-being is crucial as you try to navigate these uncertain times.

- No matter how busy you are, it's possible to follow a [healthy diet](#).
- Sleep is not a luxury. Improving your [sleep habits](#) will do wonders for boosting your health and well-being, as well as increasing productivity in your work.
- As with diet and sleep, [exercise](#) is an integral part of any healthy routine, and it can go a long way in reducing stress, among many other benefits.
- Finally, be sure to make time to [relax and recharge](#). Your mind and body will thank you.

Yes, your small business can thrive during the COVID-19 era. Look into telecommuting as an option for your company, and see what kinds of financial assistance are available to you. Also, consider what business tasks you can outsource, and remember to take care of your overall health and well-being. It won't be easy, but your business could come out of this pandemic stronger than ever.