

Innovate for Big Impact: Rewrite the Rules for Your Small Business Now

Mike Michalowicz is the entrepreneur behind three multimillion-dollar companies and the author of *Profit First*, *Clockwork*, *The Pumpkin Plan*, and his newest book, *Fix This Next*.

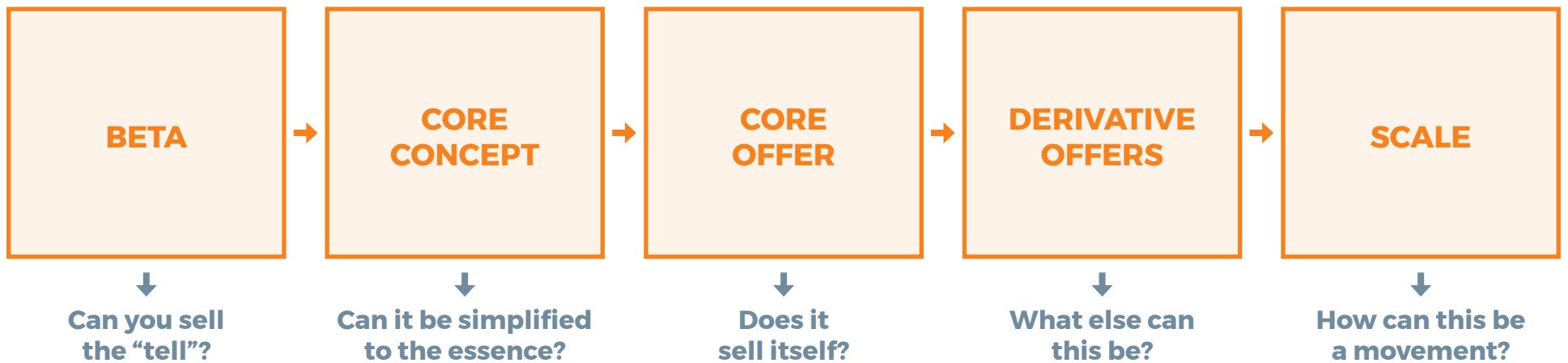
Host Ramon Ray is an entrepreneur, author and speaker, as well as the founder of Smart Hustle Media.

verizon[✓]
**Small Business
Webinar Series**

THE PRODUCT PATH

- VALIDATION STAGES -

RECESSIONRESPONSE.COM



ADDITIONAL RESOURCES



Fix This Next
fixthisnext.com



Profit First
profitfirstbook.com



Clockwork
clockwork.life



The Pumpkin Plan
pumpkinplan.com

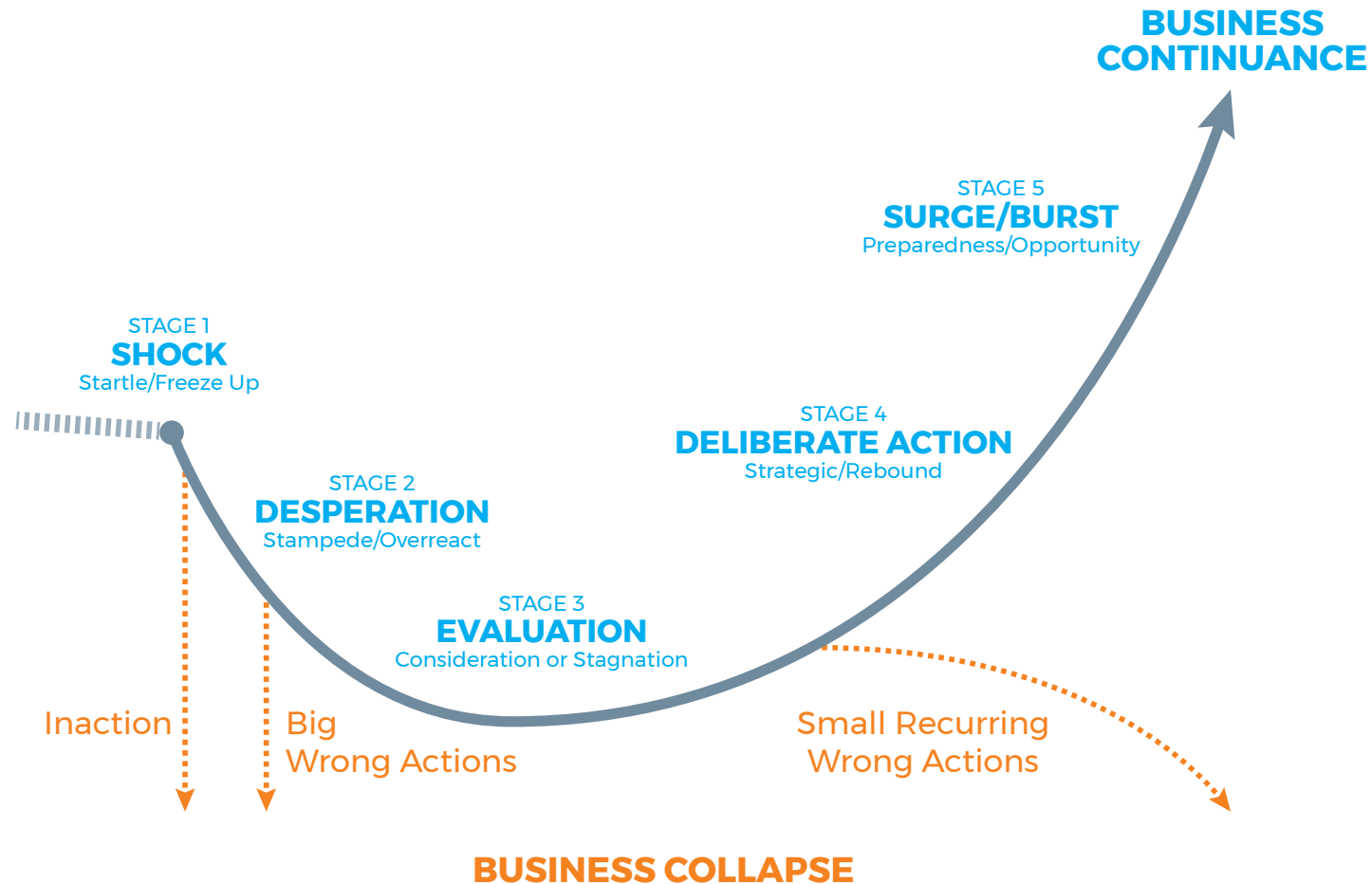
Get Professional Support:
fixthisnext.com
profitfirstprofessionals.com
runlikeclockwork.com
pumpkinplanyourbiz.com

mikemichalowicz.com

©2020 Mike Michalowicz.com

THE BUSINESS CRISIS TREND

RECESSIONRESPONSE.COM



ADDITIONAL RESOURCES



Fix This Next
fixthisnext.com



Profit First
profitfirstbook.com



Clockwork
clockwork.life



The Pumpkin Plan
pumpkinplan.com

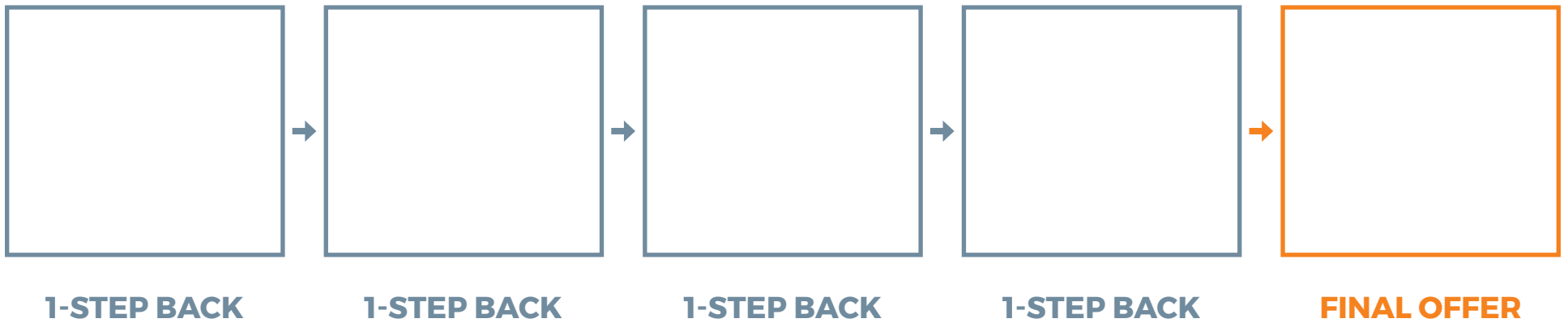
Get Professional Support:
fixthisnext.com
profitfirstprofessionals.com
runlikeclockwork.com
pumpkinplanyourbiz.com

mikemichalowicz.com

©2020 Mike Michalowicz.com

1-STEP BACK METHOD

RECESSIONRESPONSE.COM



ADDITIONAL RESOURCES



Fix This Next
fixthisnext.com



Profit First
profitfirstbook.com



Clockwork
clockwork.life



The Pumpkin Plan
pumpkinplan.com

Get Professional Support:
fixthisnext.com
profitfirstprofessionals.com
runlikeclockwork.com
pumpkinplanyourbiz.com

mikemichalowicz.com

©2020 Mike Michalowicz.com

THE 60 DAY TRIPLE TAX PUNCH

for U.S. small businesses

RECESSIONRESPONSE.COM

U.S. small businesses have received an extension for the first quarter 2020 estimated tax payment. The first quarter estimated tax payment that was originally due April 15, 2020, is now due July 15, 2020. Additionally, the second quarter estimate originally due on June 15, 2020 is now due on July 15, 2020. Estimated taxes for the third quarter are still due September 15, 2020. As a result, **three tax payments will be due within 60 days of each other.**

Some business owners are treating the postponement of taxes as “free money.” It is not. Taxes are still due. The same amount still needs to be paid. **The due date changes simply afford you time to focus on other business priorities, it does not alleviate your tax burden.**

Treat your taxes like they are due on the original dates. Put the money aside and don’t use it for any other purpose. Then pay your estimates by the new due dates. Businesses owners who fail to prepare for The 60 Day Triple Tax Punch may experience devastating cash flow challenges as a result.

2020 ESTIMATED TAX PAYMENTS	PRIOR DUE DATE	NEW DUE DATE
1st Quarter	Was April 15, 2020	Now June 15, 2020
2nd Quarter	Was June 15, 2020	Now July 15, 2020
3rd Quarter	Was September 15, 2020	Still September 15, 2020
4th Quarter	Was October 15, 2020	Still October 15, 2020

ADDITIONAL RESOURCES



Fix This Next
fixthisnext.com



Profit First
profitfirstbook.com



Clockwork
clockwork.life



The Pumpkin Plan
pumpkinplan.com

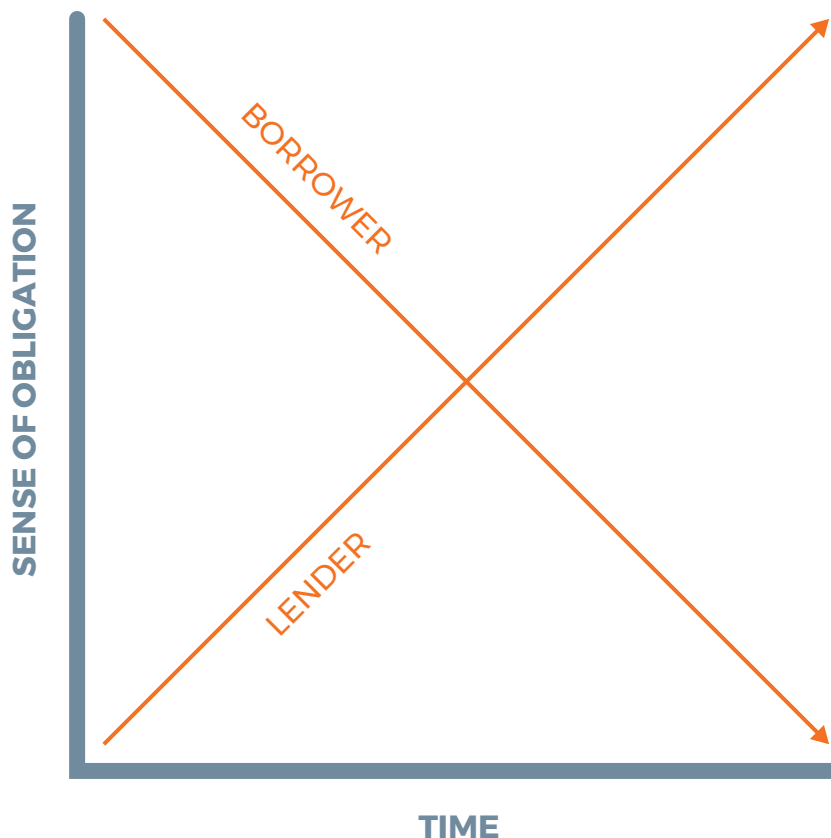
Get Professional Support:
fixthisnext.com
profitfirstprofessionals.com
runlikeclockwork.com
pumpkinplanyourbiz.com

mikemichalowicz.com

©2020 Mike Michalowicz.com

BORROWER LENDER MIX

RECESSIONRESPONSE.COM



ADDITIONAL RESOURCES



Fix This Next
fixthisnext.com



Profit First
profitfirstbook.com



Clockwork
clockwork.life



The Pumpkin Plan
pumpkinplan.com

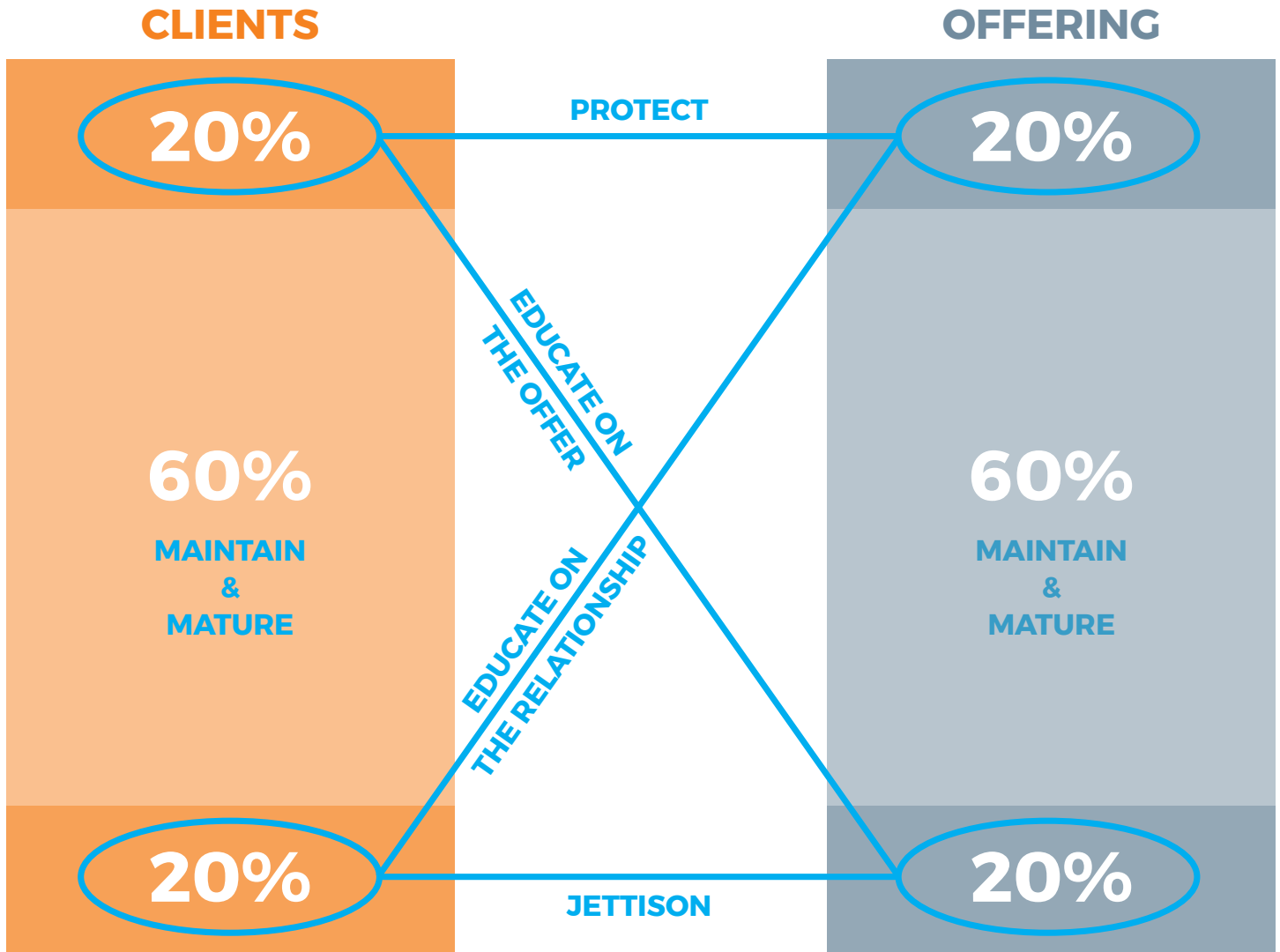
Get Professional Support:
fixthisnext.com
profitfirstprofessionals.com
runlikeclockwork.com
pumpkinplanyourbiz.com

mikemichalowicz.com

©2020 Mike Michalowicz.com

THE PARETO OVERLAP

RECESSIONRESPONSE.COM



ADDITIONAL NO COST/LOW COST RESOURCES



Fix This Next
fixthisnext.com



Profit First
profitfirstbook.com



Clockwork
clockwork.life



The Pumpkin Plan
pumpkinplan.com

Get Professional Support:
fixthisnext.com
profitfirstprofessionals.com
runlikeclockwork.com
pumpkinplanyourbiz.com

mikemichalowicz.com

©2020 Mike Michalowicz.com

EMPATHETIC SERVICE SELLING

RECESSIONRESPONSE.COM

I have prepared a brief email template for you to use (you may also use it as an outline for calling them). I hope you find it to be candid, authentic and of service. Please feel free to use it in any way that serves you.

.....

I hope you are doing well. In the same breath, I want to acknowledge that I have no real understanding of how the pandemic may be affecting you. So, please accept my wishes for your health and the health of your loved ones.

As a customer of ours, I want you to know that we are ready to serve you, whenever you are ready. If you need us now, we are ready. If you need us in the future, we will be ready. And if you need us in an entirely new way, we will do everything we can to get ready.

Please tell me if there is a new or better way we can serve you.

And, please don't feel any obligation to respond. What matters most is that you simply know I am wishing you well.

ADDITIONAL RESOURCES



Fix This Next
fixthisnext.com



Profit First
profitfirstbook.com



Clockwork
clockwork.life



The Pumpkin Plan
pumpkinplan.com

Get Professional Support:
fixthisnext.com
profitfirstprofessionals.com
runlikeclockwork.com
pumpkinplanyourbiz.com