SMALL NATION

WORK SMART STAY STEADY.

Smart choices keep people safe and business steady.

cover up   clean hands   clean surfaces

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Local business is opening up.

Let's all be SMART about it.

SMART is knowing facts.

There's a lot of information out there. No matter what you read, remember that science rules when you're making decisions. Staying informed means staying safe.

SMART is communication.

To make this new normal work, we'll have to communicate with each other. Tell your customers and your employees what you're doing to protect them.

SMART is clean hands.

It's not just a suggestion anymore. Consider clean hands the newest hot social trend and the biggest value you can provide. Wash 'em up, everyone. It matters.

SMART is clean surfaces.

Wipe it all down, multiple times a day... because it's smart, it's sanitizing and it's safer for everyone. Plus, it's just downright neighborly.

SMART is covering up.

For things to steady, people will need to feel safe around each other. A mask is the new smile. Covering up could change the perception of danger and protect each other in the process.

SMART is allowing space.

It's still possible to do business with more space between us. Spread out, give each other some room. It will be like telling the virus "you're not welcome in my town."

SMART is staying home.

Some smart things are the most simple. If you're feeling unwell, stay home. Period.

SMART is taking it online.

Many businesses can pivot their product, service or experience from an in-person transaction to one that can happen online. If you haven't shifted already, now is the time for online commerce and communication.

SMART is innovation.

Every business has hidden opportunities for growth... we just have to look for them. Some of the most successful businesses were formed in challenging times. Now is the time to think differently and be creative.

LIVE SMART STAY SAFE.   **WORK SMART STAY STEADY.**

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