



Maine SBDC~E-Bulletin Essential News for Entrepreneurs

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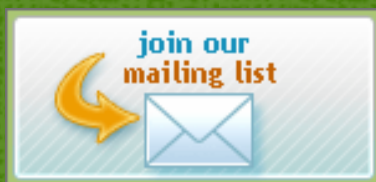
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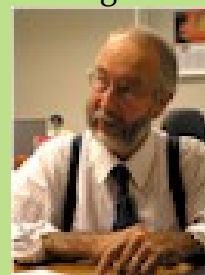
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→ **Guiding a Small Business Through a Downturn, sage advice from SBDC counselor John Entwistle**

From a business owner's perspective, whether Maine's economy is in a recession or not is somewhat immaterial. Like sailing the Maine coast, managing a small business in Maine's challenging economy can be difficult even during the best of times. In the midst of an economic downturn, however, the activity becomes essential and doing it well is often the determining factor between staying afloat and going under. Whether good times or bad, businesses often find themselves in the middle of a cash crunch and need to know how to steer the business back to 'safe harbor'.



The principles of good cash management are elementary, yet are often overlooked during smooth sailing. Regularly increasing revenues have a way of masking poor cash management practices and growing underlying problems.

How can I improve my cash flow position?

[\(click here to go to full article\)](#)

→ **More survival resources available:**

- [Cash Flow template](#)
- [Mainebiz Survival Handbook](#)
- [Balance Sheet template](#)
- [Ten Tips to Downturn Survival](#)



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