

Business Resources Courtesy of Bryan Durocher of Durocher Enterprises

Bryan's Sample Letter for Temporary Closure:

Dear Friends,

I hope this message finds you all well and in good spirits during these uniquely challenging times. For the moment, Coronavirus has forced us all to change our lifestyles in unimaginable ways. Social isolation, a necessary tool used to prevent the spread of COVID-19, has closed schools, cancelled weddings, shuttered businesses and kept many of us away from our friends, family, and loved ones, particularly the elderly.

While the situation may seem dire, especially over the coming weeks, I can assure you the virus will be defeated. As a physician who has spent countless hours working on the front line of our nation's healthcare system, I have witnessed first-hand the dedication of our country's medical professionals. We are in good hands.

I also find comfort in knowing there is a silver lining in every cloud and opportunity in crisis. The Coronavirus has united our country around a common cause, to defeat a common enemy, and next time we will be prepared. This too shall pass, and we will be wiser for it.

What does this mean for you?

All memberships have been frozen, and you will not be charged until we reopen our doors. Once operations resume, you will pick up exactly where you left off. Any unused treatment, or service packages will still be available for use and you will not lose anything because of the crisis.

We are monitoring the situation closely and for now we have adopted a proactive wait and see approach. Although our studios are currently closed, our teams are still working around the clock. Fundamentally we ask ourselves the same question every day, how can we serve our clients better? in this respect nothing has changed.

Please understand we will reopen our doors as soon as it is safe for our providers, our clients, and the communities in which we operate. In the meantime, read more, learn more, disconnect, reconnect, work out, go for a walk, let the sunshine on your face and continue to Find Your Glow.

Take a deep breath, we got this.

Additional Resources:

Bryan's contact information:

Bryan Durocher

Durocher Enterprises Inc.

Phone: 406-863-9448

www.durocherenterprises.com

Blog post by Bryan,

What to Do Right Now: Essential Business Strategy & Tactics During Challenging Times:

<https://www.americanmedspa.org/blogpost/1633466/344095/What-to-Do-Right-Now-Essential-Business-Strategy--Tactics-During-Challenging-Times>

Society for Human Resource Management: www.shrm.org

AmSpa's Coronavirus Resource Center: <http://americanmedspa.org/coronavirus>