

PACIFIC CAPITAL



January 8, 2023

<<First Name>>,

I've historically decided not to participate in recessions.

Probably sounds untrue or arrogant, but it's neither, hear me out first.

What I mean is that when stuff hits the fan and things are very uncertain, I choose to do the opposite of what everyone else is doing. Recessions are an opportunity to recalibrate and make great strides in your business (if you're prepared) while others are curled up in a ball under their desk.

Here are 6 contrarian tips to grow your business during a recession:

1. Look for opportunities in industries that are disproportionately affected by the recession. While others may be avoiding these sectors, you can seize the opportunity to differentiate your business and potentially acquire assets at a discounted price. These sectors may present the greatest potential for growth and differentiation.

2. Expand into markets that are generally considered too risky or unstable. By taking a contrarian approach and going against the common narrative, you may be able to find untapped opportunities and achieve significant growth.

3. Focus on making bold, counterintuitive decisions that set your business apart. For example, you could invest heavily in research and development, or make acquisitions that others might consider too risky.

4. Look for ways to challenge the status quo and disrupt traditional business models. By offering innovative products or services that meet the needs of underserved markets, you can differentiate your business and capture new sources of revenue. (this is what my sports business did during CV-19 in CA)

5. Use the recession as an opportunity to double down on marketing and branding efforts. While others may be cutting back, you can use the downturn to stand out and build a loyal customer base.

6. Don't be afraid to take calculated risks and make bold moves. By thinking bigger and more creatively than others, you can set your business apart and position it for long-term success.

By adopting a contrarian mindset and embracing calculated risk-taking, you can not only survive but thrive during a recession. You always have a choice. Do I shrink or aim to grow? When CV-19 started, instead of cutting costs or laying people off, I gave my team raises and invested in our processes, striving to increase communication to clients.

I'd suggest you take decisive action and set yourself and your business apart. Whether the label of "recession" happens or not, don't let it hold you back. Use it as an opportunity to double down on marketing and branding efforts and build a loyal client base and stand out in a sea of sameness.

Be proactive. Be bold. Don't look back!

Ps. The picture up top is from a daddy/daughter date with my younger girl for her bday and first Lakers game ever! Has nothing to do with recessions or business, but it's a fun pic and the Lakers actually won. :)

As always, if you're an existing client or a qualified potential client, don't hesitate to reach out if you have any questions for us, please [click here](#).

Sincerely,



Review section for Brunet with a 5-star rating and a testimonial: "I have put my finances in their fully capable hands. I appreciate the timely contact concerning the market's ups and downs. They are friendly and knowledgeable in their positions, each member of Pacific Capital staff." Includes a "Schedule a Call" button.

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