

## Staying Sane In An Insane Economy

"The economy is, to a large extent, a mind game. The less people think they'll be making a good living, the less they're will to spend. And the less they spend, the less money flows into the economy. It's a vicious spiral." So says David Gewirtz, editor in chief of ZATZ ([www.zatz.com](http://www.zatz.com)), an online publishing company. He is the recipient of the Sigma Xi Research Award in Engineering and was a candidate for the 2008 Pulitzer Prize in Letters. In one of ZATZ's e-zines, Computing Unplugged, he offers the following tips for keeping a business going during these crazy times.

### Stay calm and get resourceful.

There's a point where you have the choice of going loco or letting it wash over you, a point where you actually make an internal decision to ride the emotion. Stay off the ride.

### Think about what you should be doing.

If business is still churning away, do a better job and charge less. Ask customers what they need from you and do your absolute best to do it. But be careful about just offering discounts willy-nilly; doing so could devalue your brand after the downturn is over.

### Be smart about what you spend.

A bad economy is often a great time to buy stuff cheap, but buy only what you plan to use soon.

### Keep marketing.

If people don't know you're out there, you won't sell stuff. And you need to sell stuff.

### Be creative, and look for good deals.

Work with your vendors to get deals that are fair for everyone. Your vendors are probably as overwhelmed and challenged right now as you are.

### Be kind to others.

Everyone's on edge, and some people may lash out. Just be nice. It'll help everything run more smoothly, it'll help you feel better about yourself and it may help you get what you want more easily.

*For more information, visit [www.computingunplugged.com](http://www.computingunplugged.com), and enter "Thriving in a changing economy" in the search box.*

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