Online Appendix for "Life After Death: A Field Experiment with Small Businesses on Information Frictions, Stigma, and Bankruptcy"

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A.1 contains additional figures and tables. A.2 provides transcripts of the videos used in the experiment. The videos themselves can be watched at http://emanuelecolonnelli.com/.
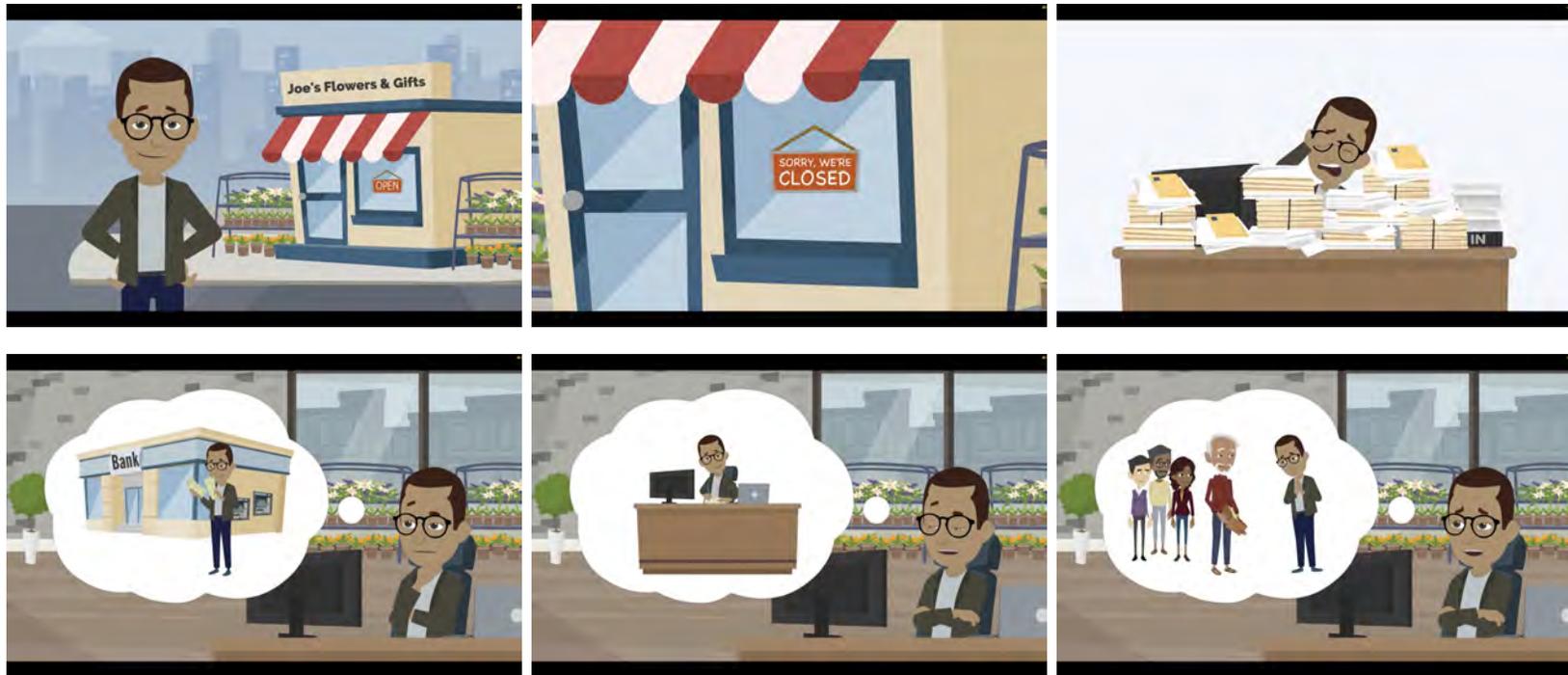
A.1   Additional Figures and Tables

Figure A1: Screenshots: Control Video

Notes: This figure shows a sample of screenshots from the control video.

Figure A2: Screenshots: Information Treatment Video

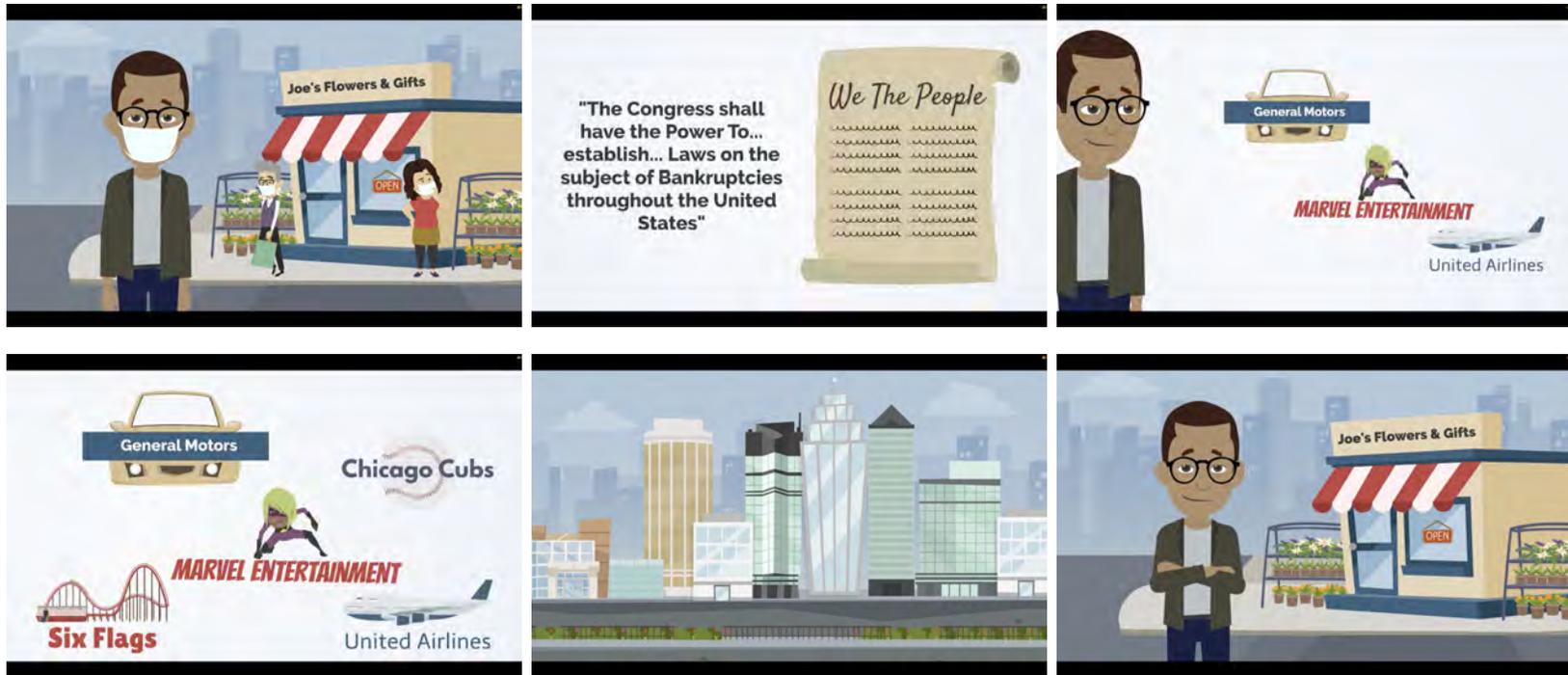**Notes**: This figure shows a sample of screenshots from the Information treatment video.

Figure A3: Screenshots: Information + Stigma Treatment Video

Notes: This figure shows a sample of screenshots from the Information + Stigma treatment video.
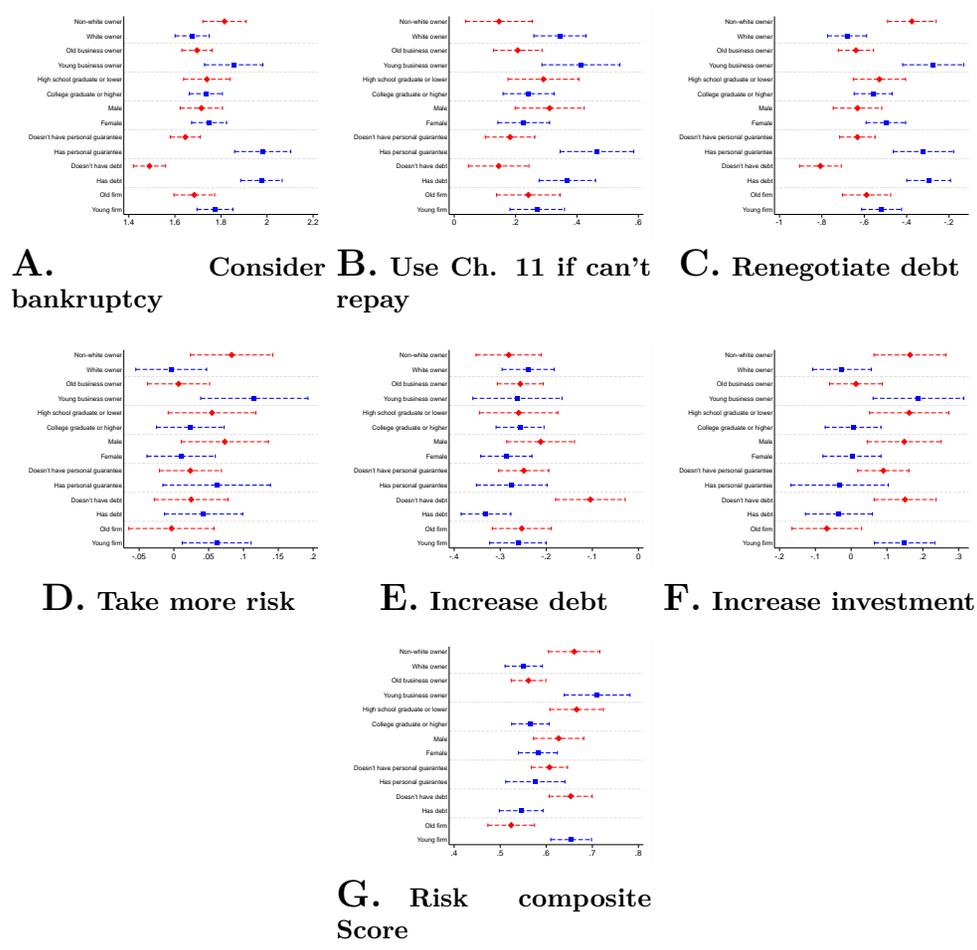
A. Consider bankruptcy

B. Use Ch. 11 if can't repay

C. Renegotiate debt

D. Take more risk

E. Increase debt

F. Increase investment

G. Risk composite Score

Figure A4: Heterogeneity: Outcomes

Notes: This figure shows how our measure of experimental outcome varies across the socio-demographic and business characteristics of the respondents. The sample consists of respondents in the Control video group. See Table 2 for a definition of each specific socio-demographic and business characteristics indicator variable. The sub-figures display the average and the 95% confidence interval.

Table A1: Immediate Effects on Knowledge and Stigma for Respondents Included in the 4-month Follow-up

Panel A: Knowledge	(1) Knowledge of Bankruptcy System (Std 0-1)	(2) Bankruptcy is not Death (Binary)	(3) Knowledge 7 vs 11 (Std 0-1)	(4) Overall T/F Score –	(5) Can Renegotiate Debt in Ch. 11 (Binary)	(6) Business Assets Protected in Ch. 11 (Binary)	(7) Knowledge of SBRA (Binary)	(8) Use Ch. 11 Reorg (Binary)	(9) SBRA Bankruptcy Easier (Binary)
Info only treatment	0.1314	0.2219***	0.5100***	0.3319***	0.3643***	0.3679***	0.2629***	0.4911***	0.6016***
	(0.1139)	(0.0489)	(0.1103)	(0.0354)	(0.0456)	(0.0480)	(0.0492)	(0.0464)	(0.0453)
Info+Stigma treatment	0.1556	0.2884***	0.5303***	0.3458***	0.3596***	0.3725***	0.2999***	0.5305***	0.6669***
	(0.1141)	(0.0459)	(0.1095)	(0.0365)	(0.0457)	(0.0496)	(0.0512)	(0.0441)	(0.0437)
Observations	506	505	504	505	504	503	502	506	506

Panel B: Stigma	(1) Embarrassing (Std 0-1)	(2) Failure (Std 0-1)	(3) Unethical (Std 0-1)	(4) Clients won't buy (Std 0-1)	(5) Employees won't work (Std 0-1)	(6) Friends/family look down (Std 0-1)	(7) Combined score (Std 0-1)
Info only treatment	0.0741	-0.0444	0.1431	-0.0488	-0.0440	0.0472	0.0271
	(0.0980)	(0.0987)	(0.1060)	(0.1009)	(0.1045)	(0.0997)	(0.0982)
Info+Stigma treatment	-0.2195**	-0.3298***	-0.0008	-0.4007***	-0.2642**	-0.2619**	-0.3182***
	(0.1090)	(0.1148)	(0.1100)	(0.1067)	(0.1126)	(0.1090)	(0.1097)
Observations	506	505	506	506	506	506	506

Notes: **Panel A** of this table shows the immediate treatment effects of the experiments on bankruptcy knowledge measures for the respondents included in the 4 months follow-up survey. The specification is $Y_i = \alpha + \sum_{j=1}^{j=2} \beta^j T_i^j + Controls + FE + \nu_i$. *Knowledge bankruptcy system* represents self-assessed understanding of the U.S. bankruptcy system, and the variable is standardized to have mean 0 and standard deviation 1. *Bankruptcy is not death* is an indicator variable equal to 1 for individuals who know that a business does not necessarily cease operations after declaring bankruptcy. *Knowledge 7 v 11* represents self-assessed familiarity with the differences between Ch. 7 and Ch. 11 bankruptcy, and the variable is standardized to have mean 0 and standard deviation 1. *Overall T/F score* is the share of correct answers to the columns (5) to (7). *Can renegotiate debt in Ch. 11* is an indicator variable equal to 1 for individuals who know that a business can renegotiate its debt after declaring Ch. 11 bankruptcy. *Business assets protected in Ch. 11* is an indicator variable equal to 1 for individuals who know that business assets are protected from lenders like banks and suppliers while a reorganization plan is created. *Knowledge of SBRA* is an indicator variable equal to 1 for individuals who know that under the SBRA lenders get paid based on the profits of the company. *Use Ch. 11 reorg* is an indicator variable equal to 1 for individuals know that a business must use Ch. 11 bankruptcy to continue to operate after bankruptcy. *SBRA bankruptcy easier* is an indicator variable equal to 1 for individuals who know that the SBRA makes it easier for small business to file for Chapter 11 bankruptcy. All dependent variables are defined in Section 3.2.3. We display coefficients on the two key independent variables, *Info only treatment* and *Info+Stigma treatment* which are equal to 1 for respondents in each treatment group. All specifications also include as control variables *Has debt*, *Has personal guarantee*, and *Respondent is female*, which are described in Table 2. Additionally, each specification also includes fixed effects for 19 industry categories, 5 firm age bins, 5 bins for the number of employees at the firm, the educational attainment of the owner, 5 owner age bins, and the owner's race are included in all regressions. **Panel B** shows the immediate treatment effects of the experiments on our bankruptcy stigma measures for the respondents included in the 4 months follow-up survey. The specification is $Y_i = \alpha + \sum_{j=1}^{j=2} \beta^j T_i^j + Controls + FE + \nu_i$. The dependent variable in each column codes whether the respondent strongly disagrees, disagrees, is neutral, agrees, or strongly agrees with each statement. All dependent variables are standardized to have mean 0 and standard deviation 1. *Embarrassing* represents how much individuals believe it is embarrassing for a business owner to file for bankruptcy. *Failure* represents how much individuals believe people will think that a business owner who files for bankruptcy is a failure. *Unethical* represents how much individuals believe people will think that a business owner who files for bankruptcy is unethical. *Clients won't buy* represents how much individuals believe clients will be less willing to buy from a business owner who filed for bankruptcy. *Employees won't work* represents how much individuals believe employees will be less willing to work for a business owner who filed for bankruptcy. *Friends/family look down* represents how much individuals believe friends and family may look down on a business owner who files for bankruptcy. *Combined score* is the mean score across all 6 question in columns (1) to (6). All dependent variables are defined in Section 3.2.4. All specifications also include as control variables *Has debt*, *Has personal guarantee*, and *Respondent is female*, which are described in Table 2. Additionally, each specification also includes fixed effects for 19 industry categories, 5 firm age bins, 5 bins for the number of employees at the firm, the educational attainment of the owner, 5 owner age bins, and the owner's race are included in all regressions. For both panels we show robust standard errors in parentheses.*** p<0.01, ** p<0.05, * p<0.1.

Table A2: Attrition

Variables	(1) Attrition
Young	-0.0344
	(0.0328)
Has debt	-0.0133
	(0.0288)
Has personal guarantee	-0.0469
	(0.0320)
Respondent is female	0.0311
	(0.0264)
College graduate or higher	0.0236
	(0.0339)
Young business owner	0.0093
	(0.0300)
White owner	0.1740***
	(0.0261)
Observations	1,386

Notes: We check for attrition through multivariate regression of an indicator variable equal to 1 if the individual responds to the follow-up survey on all demographic characteristics jointly. *Young firm* is an indicator variable equal to 1 for firms which are 5 years old or younger. *Has debt* is an indicator variable equal to 1 for the sample of firms with a positive amount of debt. *Has personal guarantee* is an indicator variable equal to 1 for the sample of owners that have personally guarantee at least a portion of their business debt. *Respondent is female* is an indicator variable equal to 1 for the sample of individuals which are females. *College graduate or higher* is an indicator variable equal to 1 for the sample of individuals who have a college degree or higher. *Young business owner* indicates owners who are 45 years old or younger. *White owner* is an indicator variable equal to 1 for the sample of individuals who are white. Robust standard errors in parentheses. *** p<0.01, ** p<0.05, * p<0.1.

Table A3: Heterogeneous Treatment Effects on Knowledge

Variables	(1) Knowledge of Bankruptcy System (Std 0-1)	(2) Overall T/F Score -	(3) Knowledge of Bankruptcy System (Std 0-1)	(4) Overall T/F Score -	(5) Knowledge of Bankruptcy System (Std 0-1)	(6) Overall T/F Score -	(7) Knowledge of Bankruptcy System (Std 0-1)	(8) Overall T/F Score -
Info only treatment	0.1580*	0.2838***	0.2599***	0.3029***	0.0746	0.3180***	0.1065	0.3565***
	(0.0906)	(0.0301)	(0.0742)	(0.0248)	(0.1169)	(0.0392)	(0.0884)	(0.0300)
Info+Stigma treatment	0.2525***	0.3343***	0.3422***	0.3327***	0.1668	0.2830***	0.2483***	0.3693***
	(0.0918)	(0.0288)	(0.0767)	(0.0244)	(0.1232)	(0.0411)	(0.0929)	(0.0308)
Small Firm	-0.1353	-0.0767**						
	(0.0993)	(0.0358)						
Small firm x Info only treatment	0.0631	0.1078**						
	(0.1287)	(0.0428)						
Small firm x Info+Stigma treatment	0.0598	0.0474						
	(0.1349)	(0.0429)						
Young business owner			-0.0954	-0.1280***				
			(0.1121)	(0.0386)				
Young Owner x Info only treatment			-0.2736*	0.1277***				
			(0.1462)	(0.0485)				
Young Owner x Info+Stigma treatment			-0.2405	0.0965*				
			(0.1562)	(0.0506)				
Owner college grad or above					-0.1324	-0.0525		
					(0.1048)	(0.0391)		
Owner college grad or above x Info only treatment					0.1654	0.0250		
					(0.1405)	(0.0472)		
Owner college grad or above x Info+Stigma treatment					0.1642	0.1072**		
					(0.1467)	(0.0482)		
Has debt							-0.2339**	-0.0140
							(0.1003)	(0.0353)
Has debt x Info only treatment							0.1620	-0.0404
							(0.1292)	(0.0429)
Has debt x Info+Stigma treatment							0.0654	-0.0238
							(0.1347)	(0.0426)
Observations	1,386	1,382	1,386	1,382	1,386	1,382	1,386	1,382

Notes: This table shows heterogeneous effects of the treatments on two of our bankruptcy knowledge measures, using as heterogeneity of interest firm size, owners' age, owners' education, and firms' debt level. The specification is: $Y_i = \alpha_0 + \sum_{j=1}^{j=2} \beta^j T_i^j + \alpha_1 \times het_i + \sum_{j=1}^{j=2} \phi^j T_i^j \times het_i + Controls + FE + \nu_i$. The dependent variables are: (1) *Knowledge bankruptcy system* represents self-assessed understanding of the U.S. bankruptcy system, and the variable is standardized to have mean 0 and standard deviation 1; and (2) *Overall T/F score* is the share of correct answers to the columns (5) to (7) of Table 4 (see Table 4 and Section 3.2.3 for more details on the dependent variables). *Small firm* is an indicator variable equal to 1 for firms which have less than two employees. *Young business owner* indicates owners who are 45 years old or younger. *Owner college graduate or higher* is an indicator variable equal to 1 for the sample of individuals who have a college degree or higher. *Has debt* is an indicator variable equal to 1 for the sample of firms with a positive amount of debt. We display coefficients on the fours key independent variables, *Info only treatment* and *Info+Stigma treatment* which are equal to 1 for respondents in each treatment group, and their interaction with the heterogeneities of interest. All specifications also include as control variables *Has debt, Has personal guarantee, Small firm, Owner college graduate or higher, Young business owner* and *Respondent is female*, which are described in Table 2. Additionally, all specifications also include fixed effects for 19 industry categories, 5 firm age bins, and the owner's race are included in all regressions. Robust standard errors in parentheses. *** p<0.01, ** p<0.05, * p<0.1.

Table A4: Heterogeneous Treatment Effects on Stigma

Variables	(1) Combined score (Std 0-1)	(2) Combined score (Std 0-1)	(3) Combined score (Std 0-1)	(4) Combined score (Std 0-1)
Info only treatment	-0.1052	-0.0483	-0.1005	-0.0506
	(0.0841)	(0.0704)	(0.1137)	(0.0881)
Info+Stigma treatment	-0.3212***	-0.2964***	-0.2044	-0.3560***
	(0.0922)	(0.0781)	(0.1258)	(0.0970)
Small Firm	0.0681			
	(0.0918)			
Small firm x Info only treatment	0.1232			
	(0.1204)			
Small firm x Info+Stigma treatment	0.0624			
	(0.1351)			
Young business owner		0.0799		
		(0.0993)		
Young Owner x Info only treatment		0.0105		
		(0.1361)		
Young Owner x Info+Stigma treatment		0.0216		
		(0.1503)		
Owner college grad or above			-0.0487	
			(0.1021)	
Owner college grad or above x Info only treatment			0.0820	
			(0.1349)	
Owner college grad or above x Info+Stigma treatment			-0.1243	
			(0.1494)	
Has debt				0.0952
				(0.0956)
Has debt x Info only treatment				0.0117
				(0.1217)
Has debt x Info+Stigma treatment				0.1291
				(0.1351)
Observations	1,384	1,384	1,384	1,384

Notes: This table shows heterogeneous effects of the treatments on our combined bankruptcy stigma score, using as heterogeneity of interest firm size, owners' age, owners' education, and firms' debt level. The specification is: $Y_i = \alpha_0 + \sum_{j=1}^{j=2} \beta^j T_i^j + \alpha_1 \times het_i + \sum_{j=1}^{j=2} \phi^j T_i^j \times het_i + Controls + FE + \nu_i$. The dependent variable in each column is the mean score across 6 stigma measures that code whether the respondent strongly disagrees, disagrees, is neutral, agrees, or strongly agrees with each statement (see Table 5 and Section 3.2.4 for more details on the dependent variable). *Small firm* is an indicator variable equal to 1 for firms which have less than two employees. *Young business owner* indicates owners who are 45 years old or younger. *Owner college graduate or higher* is an indicator variable equal to 1 for the sample of individuals who have a college degree or higher. *Has debt* is an indicator variable equal to 1 for the sample of firms with a positive amount of debt. We display coefficients on the fours key independent variables, *Info only treatment* and *Info+Stigma treatment* which are equal to 1 for respondents in each treatment group, and their interaction with the heterogeneity of interest. All specifications also include as control variables *Has debt*, *Has personal guarantee*, *Small firm*, *Owner college graduate or higher*, *Young business owner* and *Respondent is female*, which are described in Table 2. Additionally, all specifications also include fixed effects for 19 industry categories, 5 firm age bins, and the owner's race are included in all regressions. Robust standard errors in parentheses. *** p<0.01, ** p<0.05, * p<0.1.

Table A5: One Combined Treatment

Panel A: Knowledge	(1) Knowledge of Bankruptcy System (Std 0-1)	(2) Bankruptcy is not Death (Binary)	(3) Knowledge 7 vs 11 (Std 0-1)	(4) Overall T/F Score –	(5) Can Renegotiate Debt in Ch. 11 (Binary)	(6) Business Assets Protected in Ch. 11 (Binary)	(7) Knowledge of SBRA (Binary)	(8) Use Ch. 11 Reorg (Binary)	(9) SBRA Bankruptcy Easier (Binary)
Immediate Effects									
Treatment	0.2325***	0.2499***	0.5431***	0.3453***	0.3561***	0.3874***	0.2898***	0.5514***	0.6520***
	(0.0575)	(0.0263)	(0.0564)	(0.0193)	(0.0254)	(0.0258)	(0.0244)	(0.0245)	(0.0207)
Observations	1,386	1,384	1,381	1,382	1,380	1,378	1,371	1,381	1,386
4-month Follow-up									
Treatment	0.2747***	0.1482***			0.1222***			0.1997***	0.1621***
	(0.1012)	(0.0388)			(0.0453)			(0.0484)	(0.0461)
Observations	505	506			506			505	505

Panel B: Stigma	(1) Embarrassing (Std 0-1)	(2) Failure (Std 0-1)	(3) Unethical (Std 0-1)	(4) Clients won't buy (Std 0-1)	(5) Employees won't work (Std 0-1)	(6) Friends/family look down (Std 0-1)	(7) Combined score (Std 0-1)
Immediate Effects							
Treatment	-0.0779	-0.1455***	-0.0410	-0.2219***	-0.1497***	-0.1304**	-0.1627***
	(0.0557)	(0.0564)	(0.0578)	(0.0555)	(0.0562)	(0.0555)	(0.0546)
Observations	1,384	1,374	1,378	1,378	1,378	1,377	1,384
Follow-up							
Treatment		-0.1874*			-0.1393	-0.1381	-0.1221	-0.1704*
		(0.0954)			(0.0948)	(0.0922)	(0.0960)	(0.0954)
Observations		505			506	505	505	506

Panel C: Effects on Business Outcomes and Real Activity	(1) Consider Bankruptcy (Std 0-1)	(2) Use Ch. 11 if can't repay (Std 0-1)	(3) Renegotiate Debt (Std 0-1)	(4) Take More Risk (Std 0-1)	(5) Increase Debt (Std 0-1)	(6) Increase Investment (Std 0-1)	(7) Risk Composite Score (Std 0-1)
Immediate effects							
Treatment	0.0952*	0.2805***	-0.1383**	0.0358	0.1316*	0.1274**	0.1764***
	(0.0548)	(0.0565)	(0.0554)	(0.0568)	(0.0678)	(0.0566)	(0.0564)
Observations	1,386	1,383	1,386	1,386	1,012	1,386	1,386

4-month Follow-up	(1) Have considered bankruptcy (Binary)	(2) Have renegotiated (Binary)	(3) Increased debt (-1 to +1 scale)	(4) Increased Investment (-1 to +1 scale)	(5) Business open with website in June 2021 (Binary)
Treatment	-0.0194	-0.0124	0.0616	0.0212	0.0011
	(0.0291)	(0.0313)	(0.0630)	(0.0748)	(0.0266)
Observations	506	506	506	503	854

Notes: **Panel A** of this table shows the treatment effects of our experiments on bankruptcy knowledge measures. The specification is $Y_i = \alpha + \beta T_i + Controls + FE + \nu_i$. All the dependent variables are standardized to have mean 0 and standard deviation 1, and are also well defined in Section 3.2.3. We run the same regressions present in Table 4, however we combine both treatments. Therefore, we display coefficients on one key independent variable, _Treatment_, which is equal to 1 for respondents in any of the treatment groups, _Info only treatment_ or _Info+Stigma treatment_. **Panel B** of this table shows the treatment effects of our experiments on bankruptcy stigma measures. The specification is $Y_i = \alpha + \beta T_i + Controls + FE + \nu_i$ The dependent variable in each column codes whether the respondent strongly disagrees, disagrees, is neutral, agrees, or strongly agrees with each statement. All dependent variables are standardized to have mean 0 and standard deviation 1, and are also well defined in Section 3.2.4. We run the same regressions present in Table 5, however we combine both treatments. Therefore, we display coefficients on one key independent variable, _Treatment_, which is equal to 1 for respondents in any of the treatment groups, _Info only treatment_ or _Info+Stigma treatment_. **Panel C** of this table shows the treatment effects of our experiments on respondents' attitudes towards bankruptcy and expected outcomes. The specification is $Y_i = \alpha + \beta T_i + Controls + FE + \nu_i$. All the dependent variables are standardized to have mean 0 and standard deviation 1, and are also well defined in Section 3.2.5. We run the same regressions present in Table 6, however we combine both treatments. Therefore, we display coefficients on one key independent variable, _Treatment_, which are equal to 1 for respondents in any of the treatment groups, _Info only treatment_ or _Info+Stigma treatment_. Robust standard errors in parentheses.*** p<0.01, ** p<0.05, * p<0.1.

Table A6: Comparison of Survey Sample with Kauffman Firm Survey Sample

Industry	Share (%) Experimental Survey	Share (%) Kauffman Survey
Agriculture, Farming, Fishing & Hunting	1.82	0.81
Nonprofit, Public and Professional Organizations	1.82	0.06
Real estate, Rental & Leasing	2.77	3.60
Banking, Finance & Insurance	2.87	3.78
Education/Day Care	3.92	0.59
Transportation & Warehousing	4.40	2.28
Construction	4.68	7.93
Technical & Scientific Services	4.97	24.46
Arts, Entertainment & Recreation	6.79	2.14
Health Care & Social Assistance	6.98	2.46
Manufacturing & Industrial	7.07	14.76
Accommodation and Food Services	8.70	1.99
Other Services	12.62	9.23
Other	13.38	10.76
Retail & Wholesale Trade	17.21	15.15

Notes: We grouped our experimental survey and the Kauffman survey industries in the following way: Agriculture, Farming, Fishing & Hunting (experimental survey: Agriculture, Farming, Fishing & Hunting. Kauffman survey: Agriculture, Farming, Fishing & Hunting.), Nonprofit, Public and Professional Organizations (experimental survey: Nonprofit, Public and Professional Organizations. Kauffman survey: Public Administration.), Real estate, Rental & Leasing (experimental survey: Real estate, Rental & Leasing. Kauffman survey: Real estate, Rental & Leasing.), Banking, Finance & Insurance (experimental survey: Banking, Finance & Insurance. Kauffman survey: Finance and Insurance.), Education/Day Care (experimental survey: Education/Day Care. Kauffman survey: Educational Services.), Transportation & Warehousing (experimental survey: Transportation & Warehousing;Travel. Kauffman survey: Transportation & Warehousing), Construction (experimental survey: Construction. Kauffman survey: Construction.), Technical & Scientific Services (experimental survey: Technical & Scientific Services. Kauffman survey: Professional, Scientific, and Technical Services.), Arts, Entertainment & Recreation (experimental survey: Arts, Entertainment & Recreation. Kauffman survey: Arts, Entertainment & Recreation.), Health Care & Social Assistance (experimental survey: Health Care & Social Assistance. Kauffman survey: Health Care and Social Assistance.), Manufacturing & Industrial (experimental survey: Manufacturing & Industrial. Kauffman survey: Utilities; Manufacturing.), Accommodation and Food Services (experimental survey: Restaurants & Food Services; Hotels and Accommodations. Kauffman survey: Accommodation and Food Services.), Other Services (experimental survey: Home Maintenance Services; Personal Services. Kauffman survey: Other Services (except Public Administration).), Other (experimental survey: Other. Kauffman survey: Mining; Information; Administrative and Support; Waste Management and Remediation Services), and Retail & Wholesale Trade (experimental survey: Retail & Wholesale Trade. Kauffman survey: Wholesale; Retail Trade). We removed participants who selected *Professional & Business Services* in our survey and *Management of Companies and Enterprises* in the Kauffman survey.

A.2 Transcripts of Animated Videos

A.1 Control Video

- **Narrator:** Meet Joe.

- **Joe:** Hi.

- **Narrator:** For the last 15 years, he's owned a successful flower and gift shop. And then came the pandemic. He had to close his shop. He still has lots of bills to pay – rent, utilities, a bank loan, insurance – but no income. He's worried that the business can't survive. He's thinking about his options.

- **Joe:** Maybe I can raise money. Another bank loan. Or I could invest my savings back into the company. Maybe I can borrow from friends and family. Or I could sell one of my delivery vans, and some equipment. Maybe I can renegotiate some of my debts. Or I might need to file for bankruptcy.

- **Narrator:** If you are interested, please sign up for a related webinar at the end of the survey.

A.2 Information Video

- **Joe:** But what does "bankruptcy" really mean? Can it help me, or just put me out of business?.

- **Narrator:** Many people think that bankruptcy means shutting down your business. This is called Chapter 7 bankruptcy. But there's another kind that helps you stay in business, Chapter 11. Chapter 11 is designed to protect the business until you can get back on your feet. Basically, it means creating a court-approved plan for you to pay off your debts in a way that lets you keep the business running. The goal in Chapter 11 is for the company to get a fresh start.

  Chapter 11 used to be long and expensive, and only worked for large firms. Luckily, there's a new and simple version of Chapter 11 for small businesses with debts of less than \$7.5 million, thanks to the Small Business Reorganization Act, or SBRA.

- **Joe:** My debts are way less than that. So, bankruptcy can help me keep my business?

- **Narrator:** That's right. SBRA is simpler, faster, and less expensive for small businesses. Here's what happens. You make an application, and the court appoints a trustee to help you make a plan to pay your debts. And you can continue running the business.

- **Joe:** But what if it takes a long time for my business to recover?

- **Narrator:** That's OK. You and the trustee will develop a plan that fits with the future of your business. Under the plan you can renegotiate your debts – your lease, bank and credit card payments, supplier terms. . . . You reduce the amount you pay, so it works with the amount of sales you expect. You can go back to running your business the way you used to.

- **Joe:** I had no idea. Wow, that could really help.

- **Narrator:** Of course, bankruptcy is not for everyone, but it is worth understanding what your options are if you end up in a difficult situation. If you are interested, please sign up for a related webinar at the end of the survey.

A.3   Information + Stigma Video

- **Joe:** But, the idea of bankruptcy makes me feel like a failure.

- **Narrator:** I know you're feeling discouraged, but your business isn't in trouble because you did something wrong. You didn't fail. Business conditions changed. Now you're ready to move forward with your business, but you need some help. That's what Chapter 11 is designed to do – help you make a new start. Bankruptcy is even part of the U.S. Constitution, to provide a safety net for people and companies. It isn't a badge of dishonor, and it won't haunt you for the rest of your life. It's a tool that responsible people use to save a good business after a setback.

- **Joe:** But, I worry what my clients might think about me if my business files for bankruptcy.

- **Narrator:** Bankruptcy is a lot more common than you may think. Big businesses have been using Chapter 11 for decades. General Motors, Marvel Entertainment, United Airlines, Six Flags, the Chicago Cubs, the list goes on. Bankruptcy is part of the reason they are still in business. Hertz is using it right now to recover from the pandemic too. Thousands of companies have used Chapter 11 bankruptcy protection to regain their financial strength.

- **Joe:** Wow. Those companies are so successful. That sounds like it might be a good option. I want to learn more about it.

- **Narrator:** If you are interested, please sign up for a related webinar at the end of the survey.