

THE FINANCIAL EDGE

July 2018



BEING FREE — THE ROLE WE PLAY

Personal comments by Mary

Are we free? Free to live our life how we choose. Maybe.

On July 4th we as citizens of the United States celebrate our independence from England. As I watched the exploding, dazzling fireworks, I never gave my rights, responsibilities and opportunities as a us citizen a thought. I take those for granted even as they influence every day of my life. We live with certain expectations - to be physically safe, to have our basic needs such as food, water and shelter met, to own things, to travel, to work for a fair wage, free speech, etc. In our role as a us citizen We are also expected to pay taxes, vote and follow the law.

Every day we live out the different roles we play. I am a us citizen, wife, mother, stepmother, mother in law, ex-wife, sibling, niece, cousin, student, mentor, CPA, employer, co-worker, volunteer, etc. Each role has expectations. Usually the multiple roles don't pose a problem for me, however at times I feel confused and restrained by those roles.

I recall one specific situation, my boys were young, and I reached a point of extreme frustration. I was struggling with a decision and the role of mom and ex-wife we're providing opposite answers. As the pressure escalated, I sat on my back porch. It was winter and the cold air calmed me down. It finally dawned on me - what would Mary do? Mary as a person. The answer was easy once I took away the roles.

That was an "ah-ah" moment for me. I make many decisions based on the role that I am playing. However when I struggle with a decision I drop all my roles and ask what would Mary do? I rely on my values, my ethics and my goals to reach decisions.

To me this is freedom - freedom to do as I wish.

Mary Guldán-Lindström



You guys Rock! Thanks for helping us get started with our new month end reporting system. You made it very easy for our staff to get going with it. Then when we lost our bookkeeper with no notice - you and your staff jumped right in and made sure we had what we needed to keep moving forward. Thanks for all your help.

Rich Rothmund,
TA Motorsports Inc.



YOUR REFERRALS ARE APPRECIATED AND WILL BE TREATED WITH UTMOST CARE!



THE BOOK REVIEW

TITLE: Miracle Morning Millionaires

AUTHOR: Hal Elrod & David Osborn

TOPIC: Personal Development

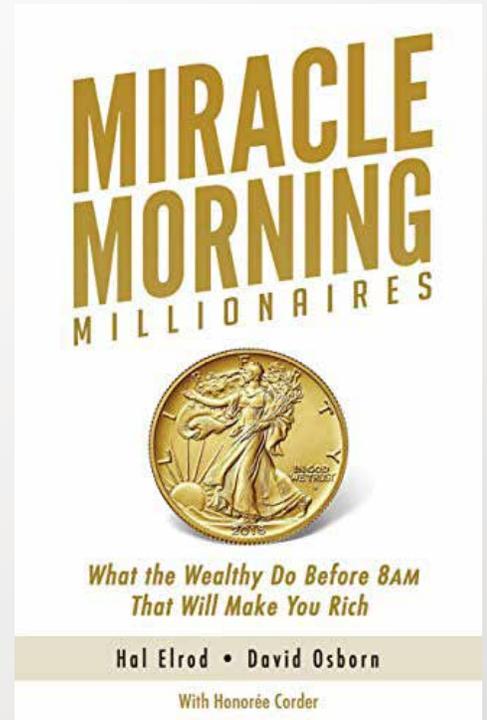
EASY TO READ: \$\$\$\$\$ (5 out of 5 dollars)

APPLICABLE TO SMALL BUSINESS: \$\$\$\$\$ (5 out of 5 dollars)

Summary: The authors provide a step-by-step process to change your life and achieve more. It starts when your feet hit the floor as you wake up. They share habits that helped them and others they know become millionaires.

My recommendation: My first reaction was this was just another book. I started and got hooked. The book provided morning rituals, an in-depth understanding of a millionaire and personal growth practices. The focus was not on doing more but being more.

Pages: 198 | Published: 2018



THE PRICE THEY PAID THOSE WHO SIGNED THE DECLARATION OF INDEPENDENCE

From www.washingtonpost.com and other websites

Have you ever wondered what happened to the 56 men who signed the Declaration of Independence? What fates befell them for daring to put their names to that document?

- Five signers were captured by the British as traitors and tortured before they died.
- Twelve had their homes ransacked and burned.
- Two lost their sons serving in the Revolutionary Army, another had two sons captured.
- Nine of the 56 fought and died from wounds or hardships of the Revolutionary War.

They signed and they pledged their lives, their fortunes, and their sacred honor.

Such were the stories and sacrifices of the American Revolution. These were not wild-eyed, rabble-rousing ruffians. They

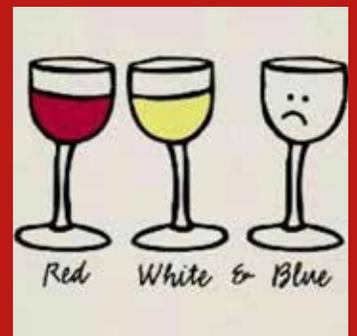
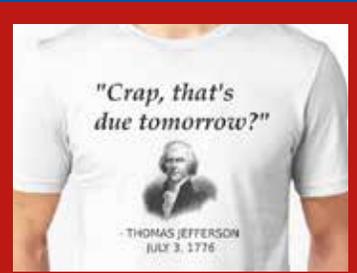
were soft-spoken men of means and education. They had security, but they valued liberty more.

Standing tall, straight, and unwavering, they pledged, "For the support of this declaration, with firm reliance on the protection of the divine providence, we mutually pledge to each other, our lives, our fortunes, and our sacred honor." They gave us a free and independent America.

The history books never told you a lot about what happened in the Revolutionary War. We didn't fight just the British. We were British subjects at that time and we fought our own government!

Too often, we take these liberties for granted. Please, take a few minutes while enjoying your 4th of July Holiday and silently thank these patriots.

Remember: Freedom is never free!



Realize Your AMERICAN DREAM!

WORKING SMARTER NOT HARDER – 4 STEPS

By Mary Guldán-Lindstrom

Often I hear the statement **work smarter not harder**. An easy statement to make much harder to apply. The Pareto principle states that 20% of what we do achieves 80% of the results. Wouldn't it be wonderful if we knew actually, what the 20% of activity was. Each of us are only given 24 hours a day. So why can some people achieve great results and others are just getting by? Here are four things to consider when focusing on working smarter.

Know your end result desired. The fastest way there is a straight line. There is no line if you

don't know where you want to end up. Do you know what you want? Stop take time to discover your heart's desire! Why waste time on tasks you don't care about? Do you want to Increase your sales? Or strengthen your client relationships? Improve your knowledge base to improve the quality of your service? Or on the personal side - Do you desire to be more healthy to increase your energy? Improve your quality of life my spending time with family? How does this action fit in the big picture? *Work smart by choosing only those actions that will deliver the results you desire!*

DO THE RIGHT THINGS! Each day Make a list of 5 to 10 things you want to accomplish.

PRIORITIZE THEM.

- ★ Does it need to be done? What happens if it doesn't get done? Sometimes we think we should do certain things. Take filing for instance. File paid invoices by the month or year you paid them. Keep for tax records. Your accounting software can tell you what month they were paid - if you ever have to find it.
- ★ What will bring the greatest result? What is the very best use of your unique talents and strengths?
- ★ Can you delegate others important tasks but not best suited for you?

Then do the first 3 tasks each day. *Work smart by choosing the tasks that you can deliver high quality!*

KEEP IN PEAK CONDITION. To improve your chances of success set goals or determine what you want when you are in peak condition. Having your mind, your energy and your confidence in tiptop shape will improve your results. Making that cold call when you are hungry, angry, lonely and tired is a disaster waiting to happen. Assess where you are at? Rested? Calm and positive mind? Optimistic? Do what you need to do to energize your body, settle your mind and inspire your spirit. It may be take a nap, stop and meditate, take a walk, listen to music, call a friend, say a prayer, whatever works for you. *Work smarter by being your best self.*

BLOCK TIME TO ACHIEVE YOUR PRIORITY TASKS. Time waits for no one! It is easy to get distracted - television, gossip, Facebook, email, people, etc. Set aside a portion of each day to work on your priority tasks. Depending on your attention span, block 60 to 90 minutes time blocks during your peak times during the day. Then protect it! Find a space to block out the distractions - turn off your email notices, shut the door and put the phone on do not disturb. *Work smarter by allocating time to get your priorities done.*

To me working smarter means - doing the important tasks that utilize my unique talents when I am at my best within the time I allocated to achieve my heart's desires!

Quote by historian James Truslow Adams....
 "The **American Dream** is that **dream** of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement."
 We help small business owners realize their American dream.
Give us a call for your free "discovery meeting" to see how we can help you.

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HOW MUCH SHOULD YOU SAVE FOR RETIREMENT?

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A LITTLE 4TH OF JULY HUMOR

The Fourth of July weekend was approaching, and Miss Pelham, the nursery school teacher, took the opportunity to tell her class about patriotism. 'We live in a great country,' she announced. 'One of the things we should be happy is that, in this country, we are all free.'

Trevor, who was a little boy in her class, came walking up to her from the back of the room. He stood with his hands on his hips and said loudly, 'I'm not free. I'm four.'

"The American, by nature, is optimistic. He is experimental, an inventor, and a builder who builds best when called upon to build greatly."

John F. Kennedy

"America was not built on fear. America was built on courage, on imagination, and an unbeatable determination to do the job at hand."

Harry S. Truman