

THE FINANCIAL EDGE

May 2020



LIFE IS STRANGE

Personal comments by Mary

This has been the strangest tax season that I have ever encountered and it is taken its toll on me. Normally January thru April is a work marathon. My mindset is taxes during this time. We focus on what needs to be done each day. We keep doing that until all is done.

This year April 15th wasn't truly April 15th, the tax due date, it's now July 15th. Some tax laws are changing and rules are being clarified each day. The clients we serve now have issues that are more critical and time sensitive than taxes. I have to shift gears. Our small business clients are faced with many unique decisions - are we considered essential, do we stay open, if we do stay open how do we operate, how do we keep our staff productive and safe, do we apply for government aid, how do we follow the rules and get the loan forgiveness, what resources are available in my situation? The list goes on.

Never have I seen the government resources available like this before.

Personally, I am very hesitant when there is a government handout. I live the American dream of being a self-reliant small business owner. At Focus CPA we're fortunate. I have made business choices the last few years that financially strengthened the business. As a result, we are having our best year ever. In addition, our company was mature enough and strong enough to weather this storm.

I work hard to walk the talk. When I advise a client, in the back of my mind, I ask myself do I follow my own advice. The last two months have been a true test. As life moves on, I look forward to the new normal and smooth sailing. We all know storms come up all the time.

Are you prepared?

Mary
Guldan-
Lindstrom



“Not only does Mary listen to the client, but offers really good advice and suggestions on things the business owner should be thinking about. Mary is a great “seed planter” when it comes to ideas and the issues that every small business owner faces.

As a small business owner, I find that it is easy to get so caught up in the details of running the operations, collecting money and paying bills, that I forget to look at the bigger picture of profitability and whether or not we are growing as we should. Mary helps to anchor me in the thinking that I need be doing. She makes it “comfortable” to look at the big picture and to think of what it means to be a business person and not just an operator of a “process” that generates revenue.”

Greg Robinson,
Innkeeper/Owner of
Astor House Bed & Breakfast



THE BOOK REVIEW

TITLE: Almost Alchemy: Produce More with Fewer and Less

AUTHOR: Dan S. Kennedy

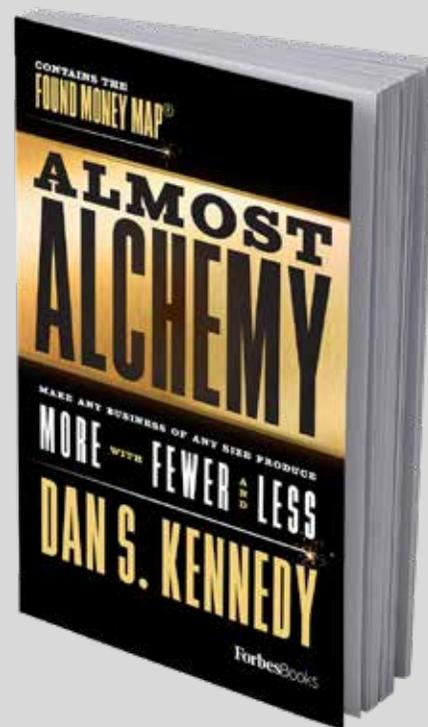
TOPIC: Financial

EASY TO READ: \$\$\$\$ (4 out of 5 dollars)

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

Summary: Dan presents various ideas to increase financial success. It starts with a great money attracting mindset, shares actions to prevent losses, ascensions pyramids, marketing options and determining how much to invest to obtain new customers. This is the No BS approach to getting the most out of sales and marketing investments.

My recommendation: Read with an open mind to look at what you are doing and identify ways to convert your basic practices from producing basic metal into finely tuned action that produce gold. A lot of ideas are presented, the challenge is applying them to your world.



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RIDING THE STORM

WE ARE NOT IN THE SAME BOAT..We are in the same storm, but not in the same boat. Your ship could be shipwrecked and mine might not be. Or vice versa.

For some, quarantine is optimal. A moment of reflection, of re-connection, easy in flip flops, with a cocktail or coffee. For others, this is a desperate financial & family crisis.

For some that live alone they're facing endless loneliness. While for others it is peace, rest & time with their mother, father, sons & daughters.

With the \$600 weekly increase in unemployment some are bringing in more money to their households than when they were working. Others are working more hours for less money due to pay cuts or loss in sales.

Some families of 4 just received \$3400 from the stimulus while other families of 4 saw \$0.

Some want to go back to work because they don't qualify for unemployment and are running out of money. Others want to kill those who break the quarantine.

Some are home spending 2-3 hours/day helping their child with online schooling while others are spending 2-3 hours/day to educate their children on top of a 10-12 hour workday.

Some have experienced the near death of the virus, some have already lost someone from it and some are not sure if their loved ones are going to make it. Others don't believe this is a big deal.

Some have faith in God and expect miracles during this 2020. Others say the worst is yet to come.

So, friends, we are not in the same boat. We are going through a time when our perceptions and needs are completely different. Each of us will emerge, in our own way, from this storm. It is very important to see beyond what is seen at first glance. Not just looking, actually seeing.

We are all on different ships during this storm experiencing a very different journey.

From an unknown author



ACRES OF DIAMONDS - A STORY OF OPPORTUNITY

Retold By Mary Guldan-Lindstrom CPA

As life is changing. There is a lot of negative, scarcity thinking is out there in the media. How we see our life is a matter of perspective. It reminded me of a story I heard many years ago.

A farmer lived in Africa. He had his animals, his orchards and all his crops. A recent visitor shared the fascinating tales of finding diamonds in Africa. The farmer thought that it would definitely be easier to make his fortune looking for diamonds, than working the farm. Diamonds were being discovered in abundance on the African continent. They cannot be that hard to find. He got so excited about the idea of millions of dollars worth of diamonds that he sold his farm and headed out to strike it rich!

For many years, he wandered all over the continent searching for diamonds. As the years slipped by, his chance of finding a diamond appeared to diminish. Finally completely broken by the whole search, he became despondent. He threw himself into a river, and drowned.

Meanwhile, back at the farm that he had sold, the new owner had found an unusual looking rock about the size of a country egg, right behind the house. He was not sure what it was, but placed this rock on his mantle, as a sort of curiosity. Later, the same visitor who had brought the story of diamonds to the previous owner came by again. When the visitor spied this rock on the mantle, he found an unexpected surprise. Pulling himself together, he told the new owner of the farm that the funny looking rock on his mantle was just about the biggest diamond that had ever been found. Whereupon the new owner of the farm said, "Heck, the whole farm's covered with those things." Sure enough, it was a raw diamond, before it was cut and polished.

This farm turned out to be the Kimberly Diamond Mine...the richest the world has ever known. The farmer who had sold the place had literally been standing on acres of diamonds.

This story, made famous by Dr. Russell Cromwell, was first published in 1890. I find it still applies today. For many of us we have all we need, we just do not know we need it or we cannot see it for what it is.

**"Opportunity does not just "come along" as most people think.
It's there all the time - we just have to be able to see it."**

If you are having a challenge in your business, not seeing the diamonds in the rough, it might be time to get an outside point of view. Give us a call, 920-351-4842 and we can go through a "Strategy Review" meeting. We use your financial statements to find your "diamonds".

**DO YOU WANT TO IMPROVE
YOUR FINANCIAL RESULTS?
PUMP UP YOUR CASH FLOW?
SCHEDULE A
FINANCIAL STRATEGY
BUSINESS REVIEW**

Let us help find your unique advantage to increase your sales and your satisfaction in your business. We will match your story to the financial numbers and provide some clarity.

Let's create an action plan to stop doing the things that are draining cash and focus on your strengths.

Call us now to set up a
**FINANCIAL STRATEGY
REVIEW!**

920-351-4842

May 2020 INSIDE THIS ISSUE

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THE BOOK REVIEW: ALMOST ALCHEMY

Dan presents various ideas to increase financial success. It starts with a great money attracting mindset, shares actions to prevent losses...



A LITTLE HUMOR... MOM – WHY DO YOU HAVE WHITE HAIR?

One day a little girl was sitting and watching her mother do the dishes at the kitchen sink. She suddenly noticed that her mother had several strands of white hair sticking out in contrast to her brunette head.

She looked at her mother and inquisitively asked, “Why are some of your hairs white, Mom?” Her mother replied, “Well, every time that you do something wrong and make me cry or unhappy, one of my hairs turns white.”

The little girl thought about this revelation for a while and then said, “Momma, how come ALL of grandma’s hairs are white?”

P.S. This is for all the moms who cannot get to a hair salon.



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