

February 2021 INSIDE THIS ISSUE

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A CPA WAS FEATURED IN A MARKETING NEWSLETTER....

Yes, that's right. I made it into the "NO BS Magnetic Marketing Letter". Darin Spindler, one of the authors, gave kudos to our newsletter. Along with...



LOVE YOUR BUSINESS – BRING THE PASSION BACK

Remember when you started the business. You never stopped thinking about it and you were so excited to get to work. Then life got in the way...



THE BOOK REVIEW: PROFIT FIRST FOR CONTRACTORS

Shawn, who pulls from his personal experience as a contractor and Mike Michalwoicz's Profit First to create a "how-to" profit guide for contractors...



I LOVE MY LIFE

February reminds me that our world evolves around love. Despite the anger, fear and hate that I see in today's world when Valentine's Day...



A LITTLE TAX HUMOR

I found this on Facebook and thought I would share.

The IRS has returned my tax return to me this year after I apparently answered one of the questions incorrectly.

In response to the question, "Do you have anyone dependent on you?" I wrote "9.5 million illegal immigrants, 1.1 million crack heads, 3.4 million unemployable scroungers, 80,000 criminals in over 85 prisons plus 650 idiots in Washington."

The IRS stated the answer I gave was "unacceptable!"

I then wrote back "Who did I leave out???"

Please note that per the Tax Foundation – In 2018 the top 1 percent of taxpayers paid roughly \$616 billion, or 38.5% percent of all income taxes, while the bottom 90 percent paid about \$479 billion, or 29.9% of all income taxes.

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THE FINANCIAL EDGE

February 2021



I LOVE MY LIFE

Personal comments by Mary

February reminds me that our world evolves around love. Despite the anger, fear and hate that I see in today's world when Valentine's Day comes around, I think of love. I have a special man in my life, Steve my husband. We have been married for 24 years. Steve is a key part of my life. He is my rock and my cheerleader. Everyone needs someone like that in their life, to be accepted just as you are. Along with a strong marriage I have created other elements in my life that I love.

My family provides a bond of steel, a stability in the midst of chaos. No matter what I do, my siblings will be there to support me - no questions asked. My boys provide excitement and are great cohorts for a good adventure. I would

have struggled taking my adventure of a lifetime going to Africa on my own.

Another big part of my life is my business, FOCUS CPA. This time of year, the work load increases dramatically. But along with the extra work, I get a chance to touch base with most of our clients. Some we only see during tax season. Even being busy I try to take to the time to enjoy. My joy comes from helping others. I love my work.

February reminds me to slow down, take a breath, let go and love what comes.

*Mary
Guldan-
Lindstrom*



"Success is loving life, and daring to live it."

~ Maya Angelou



"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, President
TA Motorsports, Wisconsin's ONLY
Arctic Cat MegaStore

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

Want to receive our newsletter?

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THE BOOK REVIEW

TITLE: Profit First for Contractors

AUTHOR: Shawn Van Dyke

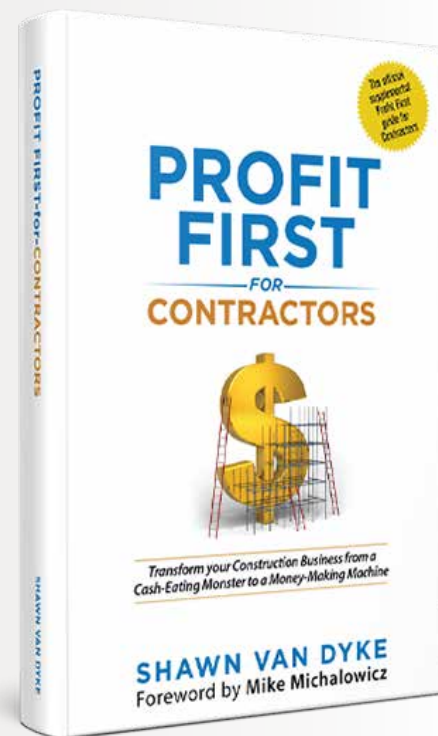
TOPIC: Profitability

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

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

Summary: Shawn, pulls from personal experience as a contractor and Mike Michalowicz's Profit First to create a "how-to" profit guide for contractors. He adapts the Profit First approach of managing cash by setting aside profit first for contractors.

My recommendation: Great book to learn how to manage expenses and generate a profit. This book was written from a cash perspective and not an accounting one. Great descriptions to understand financial statements and very thorough instructions to implement the profit first system. Not a quick read. It will be easier to comprehend the book if you go thru it slowly and apply it.



Pages: 198 | Published: 2018



CAN YOU BELIEVE IT? A CPA WAS FEATURED IN A MARKETING NEWSLETTER...

By Mary Guldán-Lindström CPA

Yes, that's right. I made it into the "NO BS Magnetic Marketing Letter". Darin Spindler, one of the authors, gave kudos to our newsletter. Along with the article he included a copy of the October 2020 newsletter.

Darin introduced me to Dan Kennedy, Glazer Kennedy Insider's Group, GKIC, No BS Magnetic Marketing back in 2012. I had just started treating my business as a business, instead of a job. I had noted that a few clients who subscribed to GKIC required more intensive tax planning than the rest. I was curious and wanted to know what they were doing that was creating healthy profits. Once I discovered the secret I found another benefit - GKIC encourages the entrepreneurial attitude of you can do it.

Once I joined Planet Dan, I have treated marketing as a way to communicate in terms that prospects and clients understand. My first marketing asset was my newsletter. I started that in August of 2013, I haven't missed a month since then, which makes this the 91st newsletter that I have written. I enjoy sharing my knowledge and working on the writing style. Between our newsletter and website - we have enjoyed consistent sustainable growth, along with retaining about 95% of our clients each year.

If you want to get a taste of No BS Magnetic Marketing read one of Dan Kennedy's books found on Amazon.



LOVE YOUR BUSINESS ♥ BRING THE PASSION BACK

By Mary Guldán-Lindstrom CPA

Remember when you started the business. You never stopped thinking about it and you were so excited to get to work. Then life got in the way. Challenges started showing up - customers don't pay, the pandemic happened, staff got sick, etc. Here are some things you can do to bring the excitement, enthusiasm and revive the passion.

DELEGATE WHAT YOU ARE NOT GOOD AT OR THE MUNDANE TASKS. When I focus on my strengths, I have more energy to get everything done. Time goes by quickly and I do my very best work. In order to do more of the tasks you are good at, delegate the mundane ones. Once each day, stop and ask yourself is this the best use of my time? Is there someone else who could do it better? Then take action to pass that task on to someone else.

BE GRATEFUL FOR WHAT YOU DO AND HAVE. It is easy to take for granted what we have every day. In your own business you have the choice as to when you will start your day, the customers you will work with, the employees you surround yourself with and the list goes on. Now there are consequences from those choices, but still, they are your choices. To create the awareness of the wonderful things, every day write down 3 things that you are grateful for in your business. Then to up the game - write down what you are excited about.

TAKE TIME TO PLAN. Once a week stop spinning the hamster wheel and look at what is happening. Plan. Per Brian Tracy "Every minute you spend in planning saves 10 minutes in execution; this gives you a 1,000 percent Return on Energy!" Plan to make sure you are doing the right stuff, with the right information with the right tools for the right people. You will get more done and enjoy the success.

SHARPEN YOUR SAW. Take time to learn something new. Procrastination sets in when I am unsure how to proceed. Listening to an hour webinar or reading the instructions that will help get the job done and make the process easier. Take time to learn more about technology and the tools that you do use.

UPGRADE YOUR CUSTOMERS. We choose our customers, sometimes unconsciously. Based on the 80/20 rule, keep the 20% of your customers that provide 80% of your profit. At the very least know which customers are funding your bottom line.

KEEP A VICTORY BOARD. Keep the thank you notes, the wonderful comments your customers tell you. Post them on a board. Get testimonials from your best customers and post them. When we lose energy, get bogged down by a project or make a mistake- look at your victory board. It reminds us of why we do what we do and see proof of the good that we do achieve.

TAKE ACTION TO REDUCE YOUR STRESS. Confront the problem customer, problem employee or vendor that is not delivering. It may go away on its own, but by taking action you reduce the stress.

All of these suggestions require you to take time to work on your business. I have found little changes can greatly improve your passion and your financial rewards.

Special Offer



Would you like a free Kringle from Uncle Mike's Bakery Shoppe? Just encourage a small business owner to set up a free discovery meeting with Mary at Focus CPA Inc. and we will send you a gift card for a free award winning and mouthwatering Kringle of your choice.

We have a few openings left for this tax season! A referral is the best compliment that we can receive.

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