

THE FINANCIAL EDGE

March 2021



GETTING A NEW REALITY

Personal comments by Mary

Recently I attended my son's wedding. James and his fiancé, Stephanie, invited family and friends. It was very beautiful. During that evening I met many of his friends. Friends who are very successful in types of business that weren't around when I started my career. Businesses such as medical marijuana, virtual currency, marketing, a million-dollar Amazon reseller, etc. Most were confident young men that live life to the fullest and do business in ways I was never taught, nor did I imagine. College trained me for a job not to build a business.

James has been in business 12 years and through his network has learned how to scale his business, leverage his efforts and find his unique skill set. Along the way he has made many friends, and experienced unique mentors and teachers. He is friends with multiple

marketing and business authors and has been part of some expensive mastermind groups that include Mavericks and Genius Network. He operates in another reality. He pushes himself and outperforms my generation.

As I write this, I realized that I did similar things when I started in my career. I went into another reality from my parents. My grandparents farmed, my parents did factory and office work, I chose to be a CPA and he went into technology. Compared to his world, I feel as if I limit my vision and limit my ability to help others. We each live in our own reality. What reality are you living in?

*Mary
Guldan-
Lindstrom*



"The amount of good luck coming your way depends on your ability to act." ~ Barbara Sher

"Improving the lives of small business owners" **FOCUS\$CPA** inc



"The greatest benefit I receive from FOCUS CPA is the timeliness and the comfort that Mary is looking out for me and my business."

*Greg Lake, President
of The Lake Companies, Inc.*

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

Want to receive our newsletter?

**Sign up on our website at
www.focus-cpa.com**

Email Mary@focus-cpa.com

Call us at 920.351.4842

THE BOOK REVIEW

TITLE: The Art of Selling your Business

AUTHOR: John Warrillow

TOPIC: Business

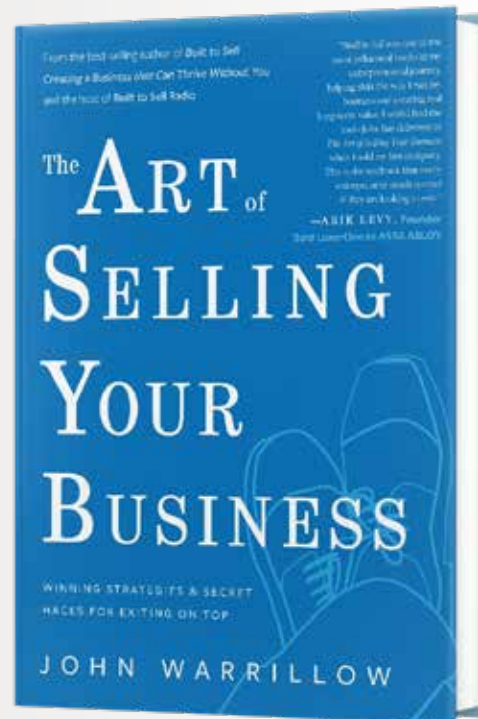
EASY TO READ: \$\$\$\$ (4 out of 5 dollars)

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

Summary: The author provides a step-by-step process of selling your business, starting from thinking about selling to closing the deal. The focus is on businesses worth over \$10 million.

My recommendation: I found the book fascinating. It was easy to read and crucial to those thinking of selling their business. The book explains the process. Note the higher the business value the more complicated the process is, along with more risks and opportunities.

Pages: 193| Published: 2021



BUSINESSES ADJUST DUE TO COVID

By Mary Guldán-Lindström CPA

A recent survey from SCORE outlines just how big the effects have been so far. The report, which included responses from 3,500 diverse business owners, found that many have been able to stay afloat and keep customers and employees safe with a few changes. Specifically, 43% provided protection to employees, 34% allowed teleworking, and 29% updated policies.

They also noted that 20% of companies added new services during this time. Some simply to show support, other companies clearly identified needs with their target customers. The ability to pivot quickly has helped a small number of companies stay profitable or at least avoid huge losses.

The areas where most businesses had to adjust was staffing. About 12% permanently laid off employees and 56% furloughed employees or cut their hours to make ends meet. They did note that 20% hired new employees during the pandemic, with 41 percent expecting to hire more within the next year.

Overall, there's no denying the negative economic impacts of the pandemic. But there are some bright spots in the report as well. Small businesses that pivot quickly can help people stay safe and keep their operations running.

See here for the complete article on the Score survey.

smallbiztrends.com/2020/12/score-survey-covid-impact-small-business.html



DO YOU FEEL L[♣]CKY? STEPS YOU CAN TAKE TO IMPROVE YOUR LUCK

By Mary Guldán-Lindström CPA

In March I think of the lucky four-leaf clover. It is too cold outside in Green Bay, WI to find one, but I discovered other ways in which we can increase our luck.

I found Dr. Wiseman. Professor Richard Wiseman has been described by a Scientific American columnist as ‘...one of the most interesting and innovative experimental psychologists in the world today’. He wrote a book about The Luck Factor. He and his colleagues at the university’s Perrott-Warrick Research Unit studied what makes some people lucky and others not. After conducting thousands of interviews and hundreds of experiments, Wiseman seems to discover ways to create luck. Luck isn’t due to karma, or coincidence, he says. Instead, lucky folks — without even knowing it — think and behave in ways that create good fortune in their lives.

He reveals four approaches to life that we can work on to improve our luck in our life and work.

MAXIMIZE OPPORTUNITIES

Just try stuff. Lucky people are skilled at creating, noticing, and acting upon chance opportunities. Keep your eyes and mind open. Be open to new experience. Meet new people, build and maintain a strong network. Adopt a relaxed attitude to life. They don’t suffer from paralysis by analysis. If you do what you’ve always done, you will get what you always gotten

LISTEN TO YOUR INTUITION

Lucky people make effective decisions by listening to their intuition and gut feelings. Intuition is based on facts, hunches, body language and elements that escape logic. Sometimes we need to turn off the world and clear our mind to hear what our intuition tells us. I find this even more important as we are blasted with 24 hours of news. Journaling helps to remove the clutter in your mind. Trust yourself.

EXPECT THE BEST

Lucky people are certain that the future will be bright. Over time, that expectation becomes a self-fulfilling prophecy because lucky people persist in the face of failure. They positively shape their interactions with other people. Irrational overconfidence has been known to increase productivity, improve teamwork, reduce stress, and increase pain tolerance. Letting go of the what if’s frees the mind to take action into a positive direction.

TURN BAD LUCK INTO GOOD

Bad things happen to everyone. Lucky people employ various techniques to cope with, and even thrive upon, the ill fortune that comes their way. They imagine how things could have been worse, they don’t dwell on the ill fortune, and they take control of what they can. Look for the silver lining. Keep your focus on the big picture. Recall the timeless sayings - time heals all and this too will pass.

Special Offer

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.

In May we will be focusing on strategy.

920-351-4842

Call us now to set up a Financial Strategy Review!

Let’s improve your bottom line!

March 2021 INSIDE THIS ISSUE

FOCUS | **CPA** Inc

117A Packerland Drive
Green Bay, WI 54303
Phone: (920) 351-4842
www.FOCUS-CPA.com



BUSINESSES ADJUST DUE TO COVID

A recent survey from SCORE outlines just how big the effects have been so far. The report, which included responses from 3,500 diverse...



DO YOU FEEL LUCKY? STEPS YOU CAN TAKE TO IMPROVE YOUR LUCK

In March I think of the lucky four-leaf clover. It is too cold outside in Green Bay, WI to find one, but I discovered other ways in which we can increase...



THE BOOK REVIEW: THE ART OF SELLING YOUR BUSINESS

The author provides a step-by-step process of selling your business, starting from thinking about selling to closing the deal. The focus is on



GETTING A NEW REALITY

Recently I attended my son's wedding. James and his fiancé, Stephanie, invited family and friends. It was very beautiful. During that evening I met...

This newsletter is intended for entertainment purposes only. Credit is given to the authors of various articles that are reprinted when the original author is known. Any omission of credit to an author is purely unintentional and should not be construed as plagiarism or literary theft. © 2021 Focus CPA Inc.



5 SURPRISING FACTS ABOUT IRELAND

Being drunk in public is an offense. The only day of the year when this law is slightly bent is on St. Patrick's Day, when there simply aren't enough police officers to monitor the one million plus tourists on the streets of Dublin.

St. Patrick wasn't Irish. Born in Wales around 386 AD, he was in fact captured by the Irish and sold into slavery, working as a shepherd in the West of Ireland. Later in life, he returned to Ireland as a missionary, helping to spread Christianity in Ireland.

Nigerians drink more Guinness than the Irish. While Guinness will always be Ireland's most famous drink, more of the black stuff is consumed each year in Nigeria than it is back home in Ireland. In fact, the Brits are the largest consumers of Guinness, followed by Nigerians, leaving Ireland in third place!

More Irish live outside of Ireland than in. The population of Ireland currently sits at around 4.8 million people, which is still almost 4 million less the population before the Great Irish Famine of 1845-1852. However, it has been reported that almost 80 million people around the world have Irish passports.

The shamrock is not the national symbol of Ireland. Even though it is recognized around the world as a symbol of Ireland, the harp is actually the official National Symbol of Ireland.

From www.skyscanner.ie/news/features/facts-about-ireland

"Improving the lives of small business owners" **FOCUS** | **CPA** Inc