

THE FINANCIAL EDGE

April 2017



Time for Change

Personal comments by Mary

The one thing that is constant in life is change. Every day we grow and change. However this April is packed full of change for me.

- At FOCUS CPA the tax return rush stops and we concentrate on creating financial success for our clients.
- Spring weather sneaks in with starts and stops. Green Bay weather can change within 10 minutes from winter, spring or summer. My lawn starts to turn green and flowers start to rise from the earth. I love perennials and my yard is full of them. Each spring I watch and see how the squirrels have rearranged my plantings.
- This year we are taking down a huge fully mature ash tree in our backyard. Over the last 25 years I have watched this tree grow and provide a canopy for my entire backyard. Taking it down will change the landscape. Majority of my plants are shade loving, they now will be soaking in the sun.
- I also have a very special change to soak in. My son, James got engaged. I have a future daughter in law in the works.

I love this time of year. It provides me a sense of renewal. I can rest and recharge from tax season. I can refresh my soul with the warmth and sunshine that comes with spring. Hope for the future explodes as the flowers I planted in the past spring from the ground and brighten my day.

Spring is here bringing with it change. Enjoy life.

Mary Guldán-Lindstrom



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

WHAT CLIENTS ARE SAYING...



"I so appreciate all of your support as I created this new vision. Mary, you are a standout among accountants in that you keep your eye on the big picture AND on the day-to-day functioning of my businesses. Thank you for sharing that rare gift with me!"

Dr. Bonnie Nussbaum,
Owner of Empowerment Coaching
and Hillcrest Inn & Motel

*Your referrals are appreciated and
will be treated with utmost care!*

Enjoy reading our newsletter?
Share the **SEEDS FOR SUCCESS** by...



Forwarding your newsletter copy;



Calling our office at 920-351-4842;



Signing up at www.focus-cpa.com;



Or emailing Mary@focus-cpa.com



The Book Review

Title: Tough Times Never Last, but Tough People Do!

Author: Robert H. Schuller

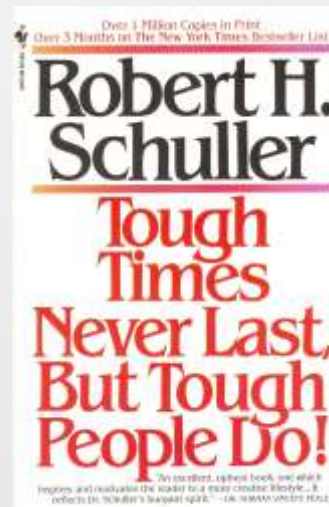
Topic: Success

Easy to Read: \$\$\$\$ (5 out of 5 dollars)

Applicable to Small Business: \$\$\$\$ (5 out of 5 dollars)

Summary: Schuller provides definite steps to shift your thinking and regain your personal power to change. Shares ways to evaluate an idea, lists 10 steps of possibility thinking, notes basic principles to change your perspective, a list of ways to manage problems positively, ways to overcome burnout and 26 ways to put all this positive thinking into action.

My recommendation: Very uplifting book that contains great ideas to move your thinking from negative to positive. How to "turn your scars into stars". Help you to take charge and take control. Found this book very helpful to put current news and political turmoil into a positive perspective.



Pages: 237 | Published: 1983



UPCOMING SEMINAR: How to Read Your Financial Story—Let's Clear Up the Confusion

Every accounting software program provides standard financial statements. This is the universal measurement of business success. The statements can be used for more than just preparing your taxes and they are not just for accountants and bankers. Prepared and used correctly they can provide key information to manage your business.

Join me for this fast paced workshop specifically designed for small business owners. Delivered in easy to understand language and focused on the needs of a small business owner.

Please join us. Call our office now at **920-341-4842** to purchase your ticket and reserve your spot! If after hours leave a message – we will call you back.

YOU WILL LEARN:

- Three critical numbers to watch to keep afloat.
- Simple Steps to increase the accuracy of your statements.
- Basics on how to read your balance sheet, income statement and statement of cash flows.
- Review a profit and loss format that will help you make business decisions.

WHEN – May 10, 2017 from 2:00 pm to 4:00 pm

WHERE – NWTC campus

COST – \$49

**** Limited seating – maximum 30 business owners ****



What is Financial Success to You? Four Steps to Achieve it with a Business

By Mary Guldán-Lindstrom, CPA

Financial success can be found in a variety of ways. The best way to achieve it depends on your current situation. Success can be found through a rewarding job, building a business, making an investment, funding a retirement account or a combination. Unless you are specific, how do you know when you will achieve financial success? The clearer you are on what you desire the better the chance that you will succeed. Creating a vision and setting expectations requires education, planning and preparation.

Many years ago I knew of a doctor who set the goal of saving \$1 million. He worked as much as he could to save. He gave up his time with family to earn it. He reached the million but didn't stop. He was afraid the \$1 million wouldn't be enough. He even continued to work while recovering from a brain tumor. He put the financial goal before his health and his family. Is this financial success while sacrificing other key elements of life? Define what you are willing to give up to achieve this goal.

Success in a business is complicated. First why would someone take the risk to start or purchase a business? It could be a desire to have flexibility with their own time, to work hard for their own benefit rather than for others, may just want a job, have a need to follow their heart or looking for an investment. Again many times it is a combination.

Now let's go deeper...

- What does it mean to have a flexible time schedule? Is it to attend your children's school activities, pick kids up from school or take care of parents? For me I started my business to not work 65 hours or more a week during tax season.
- If you feel that having your business will allow you to work hard and feel rewarded, make sure that your skill set is marketable. I wanted to avoid office politics and focus on working with customers.

- If you can't find your ideal job you create one. Be clear on your ideal job. Match abilities to potential income.
- Do you feel you are compromising your values or that there is a better way to do the job? Define the values desired in your work environment. I value competency and strong focus on customer.

Now let's focus on the financial success side. When starting a business to replace your job the primary focus is to pay the owner an above average compensation package. If the business is intended to be an investment the definition of financial success changes. I pulled criteria from Warren Buffet's philosophies. His list focuses on a sound financial long term investment and includes the following characteristics:

- Generating an above average net income for that industry
- Maintaining a strong track record of earnings for years
- Producing a healthy return of 25% or more on your investment
- Reducing the financial risk with little to no debt
- Ability to reinvest the income to increase Business value.

Not every business can meet these needs. If you follow these four steps...

1. Know what you want provides basic material to
2. Determine options that are available to achieve what you desire
3. Find a plan that might work for you
4. Then do it, refine it and keep doing it.

Starting or purchasing a business is a journey, some are more enjoyable than others. No matter what it is –it is always a learning experience.

We are here to help you thru the process - whether it is planning, finding options, creating a plan or getting it done.

YOU'RE IN FOR A TREAT...



Would you like a free Kringle from Uncle Mike's Bake 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 mouthwatering , award winning Kringle of your choice.

We are accepting new clients! A referral is the best compliment that we can receive.

April 2017

INSIDE THIS ISSUE



UPCOMING SEMINAR: How to Read Your Financial Story

Every accounting software program provides standard financial statements. This is the universal measurement of...



What is Financial Success to You?

Financial success can be found in a variety of ways. The best way to achieve it depends on your current situation.



Book Review: Tough Times Never Last, but Tough People Do!

Schuller provides definite steps to shift your thinking and regain your personal power to change. Shares ways to...



Time for Change

The one thing that is constant in life is change. Every day we grow and change. However this April is packed full of...

FOCUS\$CPA Inc

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

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. Copyright 2017 Focus CPA Inc.

Riddle Me This...

RIDDLE #1: What is greater than God, more evil than the devil, the poor have it, the rich need it, and if you eat it, you'll die?

RIDDLE #2: Who makes it, but has no need of it. Who buys it, and has no use for it. Who uses it and can neither see nor feel it. What is it?

RIDDLE #3: What is as light as a feather, but even the world's strongest man couldn't hold it for more than a minute?

RIDDLE #4: Three people check into a hotel. They pay \$30 to the manager and go to their room. The manager finds out that the room rate is \$25 and gives the bellboy \$5 to return to the guests. On the way to the room the bellboy reasons that \$5 would be difficult to split among three people so he pockets \$2 and gives \$1 to each person. Now each person paid \$10 and got back \$1. So they paid \$9 each, totaling \$27. The bellboy has another \$2, adding up to \$29. Where is the remaining dollar?

ANSWER #4: You're missing the point. There is no remaining dollar. Each guest paid \$9 because they gave \$30 and they were given back \$3. Total paid \$27. The manager got \$25 and the bellboy kept \$2. So it is nonsense to add the \$2 to the \$27, since the bellboy kept the \$2.

ANSWER #1: Nothing **ANSWER #2:** Coffin **ANSWER #3:** Your Breath

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