

THE FINANCIAL EDGE

September 2018



MY VISION, MY LIFE

Personal comments by Mary

When I graduated from high school, I had goals. My goals were - to be a CPA, get married, be a partner in a CPA firm, own a nice house and have a family. I wanted to earn enough to have a comfortable life. It took 10 years to check off the goals. However, I ran into a problem. I achieved my goals, but I wasn't where I wanted to be.

I discovered that my vision wasn't very clear. I forgot to add - to earn a living doing something I love, to be "happily" married, to feel financially secure, to spend time with loved ones and to participate in life - to laugh and to cry. When I set my goals - I had the action right but I lacked the vision to get what I wanted.

Over the years, I have refined what I desire. I have kept it simple - be the best mom, wife and the best me I can be. My vision as a mom was to guide my boys to be their best. As my

husband Steve would remind me, I am raising someone's future husband.

Today I am more careful with my goals. I take time to define my vision, for it provides purpose and adds passion to my goals. It paints a picture of what I truly desire. This is true in my personal life and in my business.

At Focus CPA, my vision is to improve the lives of small business owners - help make business owners dreams come true. At the end of each day, I look to see how I can improve what we did that day to bring my vision to life. Vision brings my desired future to life.

Mary Guldán-Lindström



"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. You sort of help to anchor me in the thinking that I need be doing. You make 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." not just an operator of a "process" that generates revenue."

Greg Robinson,
The Astor House

THE BOOK REVIEW

TITLE: The Pumpkin Plan

AUTHOR: Mike Michalowicz

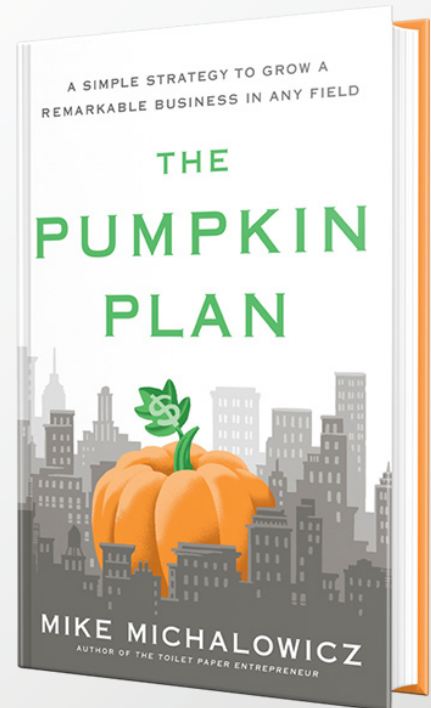
TOPIC: Business Growth

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

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

Summary: The author, Mike, compares growing a business to growing a prize winning pumpkin. He provides a plan to take a business from existence to prize winning following a process similar to the farmer growing that prize winning pumpkin. Starts with selection of the seed all the way until the next season.

My recommendation: Love it and I follow it - before I even read it. As a business owner, we have choices -who work with, what we do, what behavior we accept, and what we do with our resources. Be selective, make intentional choices and have a plan.



Pages: 220 | Published: 2012



WE ARE GROWING!

Recently we added **Michael Seng CPA**, as Business Tax Rock Star and **Kristen VerHaagh**, as Accountant Extraordinaire.

Michael Seng CPA has 10 years of corporate accounting experience along with a taste of public accounting. Michael will provide tax strategy and tax planning services to small business owners.

Kristen VerHaagh has been a bookkeeper for a variety of businesses as well as a business owner. She will provide accounting support for QuickBooks Online and desktop (I got Jodi some help.)

PLEASE HELP ME WELCOME MICHAEL AND KRISTEN – SEND THEM A NOTE ON LINKEDIN OR BY E-MAIL –
MICHAEL@FOCUS-CPA.COM AND KRISTEN@FOCUS-CPA.COM



BUILDING A VISION FOR YOUR BUSINESS

By Mary Guldán-Lindstrom CPA

Every business owner starts with a vision. For some it is simple - earn enough to live comfortably and have more control over their time. Few write it down or spend time refining it. If you don't know where you are going how will you know when you get there. A vision provides direction and brings passion to the table. The clearer your vision the faster it will come to life.

BUILD YOUR VISION WITH INTENTION. Start with the basic questions - who, what, how, why and when.

DEFINE YOUR WHY. Your "why" is what will make your business a success for you. Why are you starting or why are you in business? Some are looking for financial success, control of their time, working with those you choose, doing what you love to do, a test to see what you can accomplish, or building your personal net worth. This list is endless. However unless you define it you may wake up one day and wonder how you got where you are.

Now start gathering the building blocks....

WHAT MAKES YOUR BUSINESS UNIQUE? Uncover the reason a customer wants to work with your company. What is the unique offering? Search for options on how you can apply that strength to solve a problem your customer will pay for.

WHAT WE DO. Define the transformation your customers will experience. Be clear with the before and after picture. What fear does your product or service reduce? On the other hand, what pleasure does it provide? Set the value of your product or service that an ideal customer is willing and able to pay. Customers base their buying decision on emotions, and then support

it with facts. Define the emotions your business will invoke. Then uncover the customer's value for your product or service.

WHO WE SERVE. Your target customer is the one that receives maximum value and is willing and capable of paying the greatest amount. Where do they live? City, country, state, region, etc. How much money do they earn? What do they value? Low cost, comfort, status, rareness, etc. How old are they? Teenage, college student, grandparent, parent, adult with no children, retired, etc. What do they do for a living? The more specific you can be the more focused your marketing efforts will be. This will save time, effort and money.

HOW WE DELIVER. Define the skill set, knowledge and resources needed. Describe who is involved with your success. Define tools needed such as shipping, consultants, sales people, inventory management, accounting, etc. Whom do you want to work with? Describe your vendors, customers and associates. What values do they live? What value do they add to your vision? Clarify your WOW factor.

WHERE WE DO IT. Your working environment can inspire you or distract you. This includes the culture as well as the physical environment. Coffee shop, home office, business incubator, houseboat or hammock. Where will you deliver your product or service to your customer - virtually, digitally, face to face or in your office? This defines your customer experience. Engage the senses - color, textures and smells. Is it fun or professional?

Build your business with intention! Define your success, and then paint your picture.

Special Offer FIXED PRICE AGREEMENT

**Tired of tax and
accounting fee surprises?
OR**

**Would you like a
budgeted amount for your
tax & accounting fees?**

**Consider a fixed price
agreement with a
monthly payment.**

We can create a customized service package that would include your tax returns, tax planning, other services that you need and unlimited emails and questions. questions.

To Learn more contact Mary

920-351-4841

-- or --

MARY@FOCUS-CPA.COM

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FOCUS ON WHAT MATTERS

and

LET GO OF WHAT DOESN'T

DID YOU KNOW... QUOTES ON VISION

When I was a boy of fourteen, my father was so ignorant I could hardly stand to have the old man around. But when I got to be twenty-one, I was astonished at how much he had learned in seven years."

Mark Twain

"The great thing about getting older is that you don't lose all the other ages you've been."
Madeleine L'Engle

"Try walking forward while looking over your shoulder and see how far you get. The same goes for life. Look forward!" Martin Henderson

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