

THE FINANCIAL EDGE

March 2023



WATCH FOR THE MAGIC

Personal comments by Mary

Watch out - here come the leprechauns, elves, fairies and green beer. The month of March reminds me that magic is all around. Magic technically is defined as the power of apparently influencing the course of events by using mysterious or supernatural forces. However, Magic to me is anything that amazes me. This includes the big stuff like the birth of a child, the winning of a lottery ticket and finding the love of your life. It also includes the little stuff like surviving another tax season, watching the sun set or sun rise, watching a gentle snow dust the tree branches and the smile of a child.

Yes, many of those experiences have a scientific explanation, but it still feels like magic. For those who remember the TV show Bewitched, Samantha would twitch her nose and her house would be completely cleaned or she would have dinner on the

table, I always wanted that magic. That was a TV trick.

The opposite of magic is forcing something to happen. It stops the magic. Occasionally I find myself forcing things. This prevents me from experiencing the magic. This time of year, I remind myself to slow down, take a deep breath, look around and enjoy the rhythm of life. Spring will be showing up and magic will abound. We will feel the heat of the sun gets stronger, hear the sounds of birds coming back, and note the dew on the green ferns coming up from the soil and unfurling.

Take time to watch for the magic.

Mary Guldán-Lindstrom



"Magic comes from what is inside you. It is a part of you. You can't weave together a spell you don't believe in." ~ Jim Butcher



"Mary knows her stuff and she knows her clients, she knows where the rules are and when you can push them and when you can't. She is not afraid to ask for other professional opinions. She has excellent support personnel and I wouldn't go anywhere else I can't say enough good about her. I wouldn't consider going anywhere else! I have been other places, other good places but she is the best."

Pat Quinn,
Retired Business Owner/Investor

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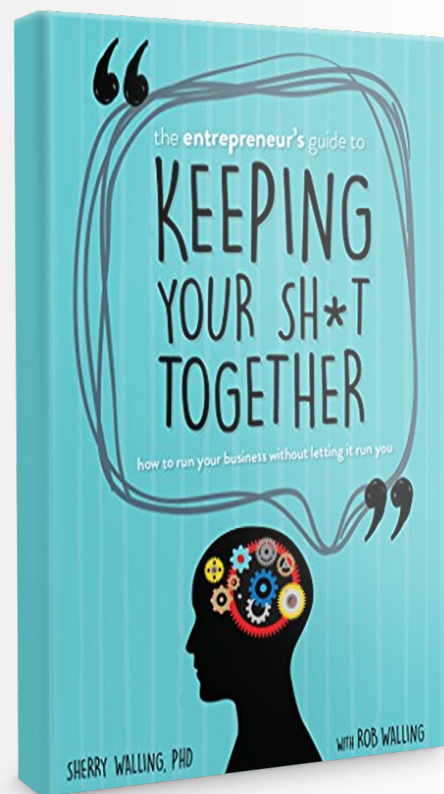
THE BOOK REVIEW

TITLE: Keeping Your Sh*t Together
AUTHOR: Sherry Walling, PhD
TOPIC: Mental Health
EASY TO READ: \$\$\$\$\$ (5 out of 5 dollars)
APPLICABLE TO SMALL BUSINESS: \$\$\$\$\$ (5 out of 5 dollars)

Summary: The book offers hope to Entrepreneurs who struggle with the ups and downs of starting and managing a business. She shares real life stories with a professional perspective.

My recommendation: I had the chance to hear Sherry present and was fascinated with her message. The book went deeper into the subject. Super great advice for Entrepreneurs!

Pages: 167 | Published: 2017



ARE YOU EXPERIENCING FINANCIAL INFIDELITY?

By Mary Guldán-Lindström CPA

Nearly a third of couples have experienced financial infidelity in their relationship, according to U.S. News & World Report.

While financial infidelity can certainly take on several forms, the survey findings identified that the biggest money-related lies that came up in relationships were secretive purchases (31.4%), hiding debts (28.7%) and dishonesty about income (22.6%).

The element they all have in common is that one partner hides or withholds information about a money-related decision. When the victim uncovers the truth, there's often a feeling of betrayal. In a way, it's similar to the fallout from romantic infidelity.

"Year after year, we find that people have these financial skeletons in their closets," says Ted Rossman, Bankrate's senior industry analyst. "People feel ashamed and embarrassed and end up hiding stuff – then the secret starts taking on a life of its own."

Information gathered from money.usnews.com/credit-cards/articles/survey-30-have-either-committed-financial-infidelity-or-been-a-victimaccount



FINDING YOUR MAGIC IN BUSINESS: SETTING YOURSELF UP FOR SUCCESS

By Mary Guldán-Lindström CPA

When you can't count on leprechauns or elves to create magic - you need to do it yourself. Magic happens when you work with the *flow of life*. I have found that paying attention and understanding who I am – I can create my very own magic.

While raising my boys my objective was to set up my kids for success or finding their flow. I had twins who were very curious and active. They had a difficult time in certain situations. Through trial and error, we identified what situations they thrived in. Sitting in a classroom was not an ideal situation for them. There were too many distractions, not enough challenge and it lacked physical movement. Many business owners face the same issues.

HERE'S SOME IDEAS ON HOW TO FIND YOUR WORK FLOW AND CREATE YOUR OWN MAGIC:

✿ DESIGN YOUR WORKING ENVIRONMENT

to be the most productive for you. That can mean different things for different people. By knowing yourself you can create an environment that will help you push thru the tough times. Do you work well by yourself or in the midst of others? Can you stay seated behind a desk or need to stand up and walk around? What noises are distracting and which ones help you focus? Do you need a written to do list or a white board listing what needs to get done today?

✿ **CHOOSE WHO YOU WORK WITH.** Your fellow staff, customers and even the culture will have an incredible impact. Do you need someone to hold you accountable? Do you work independently? Is the culture supportive or based on fear? Do you even want to be there? Is your job defined and do you have a clear purpose? Do you feel needed? It always helps to feel like you belong.

✿ **SELECT THE TYPE OF WORK THAT ENERGIZES YOU.** I need to balance my meeting time and time alone working with my

numbers. You may need to work with other people to be at your best. Do you need to build something that you can touch and see? Do you need variety or enjoy doing the same thing over and over?

✿ **DEVELOP HABITS THAT LEAD TO YOUR SUCCESS.** Take care of yourself. Eat to fuel your body, rest to recharge your mind, meditate to keep in balance. Create a routine. Routines allow us to spend less time making decisions.

✿ **DEFINE WHAT SUCCESS MEANS TO YOU.** The clearer we understand what success means to us the less time it will take to get there. For some, money is a measurement. That can be your annual salary, your 401k balance or the value of your house. For others, it is accumulating stuff. The need for toys, cars, name brand clothing, etc. When I was raising my boys, I defined success by the time I spent with them. I couldn't control the outcome, but I could control where my time went. I also had to balance my need to work and my need to be there for them.

It took me many years to understand what I needed. I also discovered that over time, it changed. As I look back now, I wish I could have counted on leprechauns or elves to create my magic. *May you find your four leaf clover and live a magical life.*

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SPECIAL OFFER

LOOKING FOR THAT MAGIC? DO YOU WANT TO IMPROVE YOUR FINANCIAL RESULTS?

Let's review your current business situation and find your unique advantages to increase your bottom line and have more fun in your business.

We are setting up appointments for May.

Call us and let's find the magic!

920-351-4842

March 2023 INSIDE THIS ISSUE

FOCUS\$CPA Inc

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



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THE BOOK REVIEW: KEEPING YOUR SH*T TOGETHER

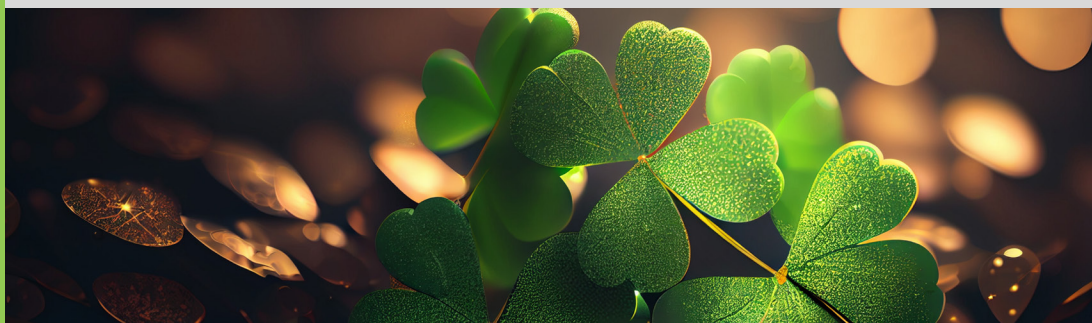
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DID YOU KNOW: WHY THE FOUR-LEAF CLOVER IS LUCKY?

- ✿ It is so rare in nature. Your chances of finding a four-leaf clover are about one in 10,000.
- ✿ Druid priests used shamrocks to heal the sick, during worship rituals and to ward off evil.
- ✿ In Irish tradition the Shamrock or 3-leaf Clover represents the Holy Trinity: one leaf for the Father, one for the Son and one for the Holy Spirit. When a Shamrock is found with the fourth leaf, it represents God's Grace.
- ✿ In ancient Egypt, it was tradition to give a married couple a four-leaf clover as a blessing of their union.
- ✿ Some origins of the four-leaf clover date back to Adam and Eve. According to legend, Eve carried a four-leaf clover from the Garden of Eden to remind her of paradise. That means that anyone who has one can claim to hold a bit of Paradise.

Found on allamericanhealthcare.net/what-is-the-luck-of-the-irish/

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