

# THE FINANCIAL EDGE

June 2025



## AHA MOMENTS!

*Personal comments by Mary*

Recently, I had two AHA moments—those small but powerful realizations that shift your perspective.

The first came while I was searching for the perfect vacation to relax and recharge. After April 15—our busiest season—my goal is always the same: to reset. I've been chasing this for many, many years. The challenge? I've never been exactly sure what would actually help me recharge.

This year, I tried something new. In May, my boys and their families came to visit. When they walk in the door, the energy level skyrockets—so does the volume! My husband Steve and I are definitely not operating on the same wavelength as our kids and grandkids. And yet... it turned out to be the perfect vacation. I came back recharged and genuinely excited to return to work.

The key? I stayed in the moment.

Yes, there were times I felt exhausted. But I'd pause, take a deep breath, and soak it all in. I made a conscious effort not to dig up the past or worry about the future.

I just focused on enjoying the now. And it worked.

My second AHA moment came when I realized I've been avoiding something important: defining what success truly means to me. I write about it. I talk about it. I'm great at setting goals and working toward them. But when I get close to reaching a goal, I tend to move the finish line. I always want more.

I've noticed I'm not great at acknowledging my achievements. And while that constant drive isn't necessarily a bad thing, I believe I'd feel more fulfilled if I took the time to celebrate the wins along the way.

*So, I'll leave you with this:*

***Do you stay in the moment?***

***Do you celebrate your successes?***

Wishing you a wonderful month ahead!

*Mary Guldán-Lindström*



"Mary gives a dimension of trust, professionalism, integrity, knowledge, and throw that with her accessibility and you have the key issues. You don't want to get yourself in trouble and you want to have a plan for the future. She has the ability to put it all together with the integral pieces that may come at any moment."

*Pat Quinn,  
Retired Serial Restaurant Owner*

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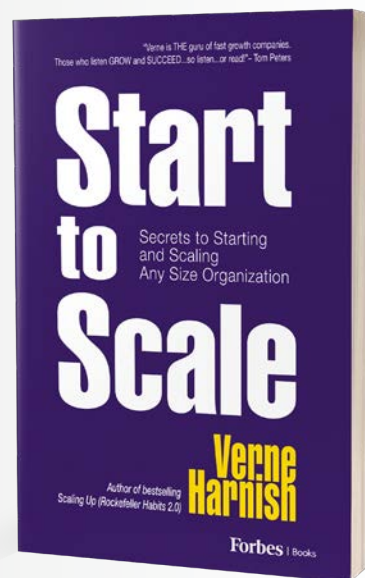
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## THE BOOK REVIEW

**TITLE:** Start to Scale  
**AUTHOR:** Verne Harnish  
**TOPIC:** Business Growth  
**EASY TO READ:** \$\$\$\$\$ (5 out of 5 dollars)  
**APPLICABLE TO SMALL BUSINESS:** \$\$\$\$\$ (5 out of 5 dollars)

**Summary:** If you are familiar with Entrepreneur's Operating System by Verne Harnish, this book is the action workbook. Perfect those in a hurry. The book includes a 6 page overview of the book and 10 chapters with very specific steps, tools and full of practical knowledge.

**My recommendation:** When I first read this book, I didn't want to share it with anyone. It felt as if it was full of secrets. Of course work got in the way and I discovered it again. It still feels like secrets. Perfect for any business that wants to scale.



Pages: 133 | Published: 2024



## TAX NOTICES — WHAT TO DO IF YOU RECEIVE ONE

By Mary Guldán-Lindstrom CPA

### DID YOU KNOW...

- Waves of backlogged IRS notices are now hitting mailboxes.
- Enforcement activity—paused during the pandemic—is kicking back into high gear.
- The IRS is underfunded, understaffed, and automating enforcement like never before.

Now that most tax returns have been filed, tax notices are starting to show up. It also appears the IRS is catching up on mail that was set aside during COVID. Don't be surprised if you receive a notice for a tax year as far back as 2020.

In fact, I received a new type of notice this year that simply said: "We have pulled your return and are reviewing it." That one caught me off guard—because it was about my own return!

It's important to know that we don't have easy access to IRS information. The IRS has become increasingly strict about

releasing details, and communication methods are limited. They don't use email, rarely respond to faxes, and even their new online tax accounts offer very limited data. Basically, you have to call them. For us to speak to them on your behalf, we need a valid, signed Power of Attorney on file with the IRS.

### IF YOU RECEIVE A TAX NOTICE, HERE'S WHAT TO DO:

1. **First—don't panic.**
2. **Don't ignore it.** Read the notice carefully and determine if a response is required.
3. **Send us a full copy of the notice.**

Once we have the notice, we can identify what the IRS or other tax authority is looking for, explain the issue to you, and determine what (if anything) needs to be done.

### THE BOTTOM LINE:

Please don't ignore tax notices. Respond to them promptly—and send us a copy so we can help.





## 4 STEPS TO ACHIEVE FINANCIAL SUCCESS WITH A BUSINESS

By Mary Guldán-Lindstrom CPA

Financial success can come in many forms. The best path depends on your personal situation. Success might be found through a rewarding job, building a business, making an investment, funding a retirement account—or some combination of these. But unless you're specific about your goals, how will you know when you've achieved financial success? The clearer you are about what you want, the better your chances of reaching it. Creating a vision and setting expectations requires education, planning, and preparation.

Many years ago, I knew a doctor whose goal was to save \$1 million. He worked as much as possible to reach that milestone, sacrificing time with his family to do it. And he did it—he saved \$1 million. But he didn't stop. He was afraid it still wouldn't be enough. He kept working—even while recovering from a brain tumor. In his case, the financial goal came at the expense of his health and family. Is that really financial success? It's important to define what you're willing to give up to reach your goals.

Success in business can be complex. Why would someone take the risk of starting or buying a business? It could be a desire for freedom, flexibility, working for personal gain rather than someone else's, a passion project, or simply a job—or all of the above. In my experience, it's usually a mix.

### NOW LET'S GO DEEPER...

- **Are you looking for freedom?** Do you want control of your time so you can attend your children's school activities, pick them up, or care for aging parents? I started my business to have a life during tax season—specifically, one that didn't include weekends.
- **Do you want the rewards of business ownership?** The chance to work hard and benefit directly from it? I wanted to escape office politics and enjoy building relationships with clients.
- **Are you creating your ideal job?** Make sure it's marketable—are you solving a problem others will pay for? Think about your ideal customer, your ideal service or product, and your ideal

business model. Identify your “superpower” so you can maximize your value.

- **Do you want to live your values?** Define the values you want reflected in your work environment. I value competency and a strong focus on customer service.

### NOW LET'S FOCUS ON FINANCIAL SUCCESS

If your business is meant to replace a job, financial success likely means paying yourself an above-average compensation package. If your business is intended as an investment, the definition shifts.

I've pulled some criteria from Warren Buffett's investment philosophy. His long-term investment benchmarks include:

- Generating above-average net income for the industry
- Maintaining a strong earnings track record over time
- Producing a return of 25% or more on investment
- Carrying little to no debt to reduce financial risk
- Reinvesting earnings to grow the business's value

Not every business will meet these standards, but these are solid targets.

### HERE ARE FOUR STEPS TO HELP YOU GET STARTED:

1. Be clear on what financial success means to you—and what you're willing to sacrifice to achieve it.
2. Gather the available options to help you get there.
3. Create a plan that fits your situation. Build your support team.
4. Take action. Then refine, adjust, and keep going.

Owning a business is a unique and challenging journey—but it's also an exhilarating learning experience.

We're here to support you through it—whether you're planning, exploring your options, building a strategy, or getting it done.

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

### Schedule a Financial Strategy Business Review

#### Do you want to improve your financial results? Pump up your cash flow?

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.

Call us now to set up a Financial Strategy Review! Let's improve your bottom line!

**920-351-4842**

## June 2025 INSIDE THIS ISSUE

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### A LITTLE JUNE HUMOR...

Why did the sun go to school?

*To get a little brighter!*

What do you call a fish wearing a bowtie?

*Sofishticated!*

Why don't scientists trust atoms?

*Because they make up everything!*

What did the beach say to the tide?

*Long time no sea!*

Why did the tomato turn red?

*Because it saw the salad dressing!*

What do you call a snowman in summer?

*A puddle!*

Why did the bicycle fall over?

*It was two-tired!*

Why do fish live in saltwater?

*Because pepper makes them sneeze!*

What do you call a dog on the beach in summer?

*A hot dog!*

Why did the golfer bring two pairs of pants?

*In case he got a hole in one!*

What did one ocean say to the other ocean?

*Nothing, they just waved!*

What do you call an alligator in a vest?

*An investigator!*

What do you get when you cross a snowman and a vampire?

*Frostbite!*

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