



Perception Accounting  
Accountants with Vision

# PERCEPTION ACCOUNTING

October 2022 - Issue 6

## THE MINI BUDGET

A summary of what should happen

## SMALL BUSINESS MARKETING

A Brief guide

## FUNDING

Grant and funding opportunities

## BUSINESS OVERDRAFTS

Benefits of having a business overdraft

## BOOKS

Reading to help grow your business

## COMPANY NEWS

Round up of in house going on's

## DANCEATHON 2022

We did it!

## SCAMS

How to avoid them

## RECIPE

Easy slow cooker spaghetti bolognese





# MINI BUDGET

WILL IT STAY OR WILL IT GO?



From **April 2023**, the basic rate of income tax will be cut from 20% to 19%.

From **April 2023** the rate of tax on dividends will go back to the rates before the increases that came into effect on **6th April 2022**. This means that the three rates will return to 7.5%, 32.5% & 38.1%. The annual tax-free dividend allowance remains at £2,000.

From **6th November 2022**, the 1.25 percentage point rise in national insurance contributions, which took effect earlier this year, will be reversed.



From **6th April 2023**, the 2017 and 2021 reforms to IR35 will be repealed. This means that workers across the UK providing their services via their own limited company, will once again be responsible for determining their employment status and paying the appropriate amount of tax and national insurance contributions.

**Effective immediately, you won't pay any stamp duty on the first £250,000 of a property and first-time buyers will now pay no stamp duty up to £425,000. The Government has also increased the value of the property on which first-time buyers can claim relief, from £500,000 to £625,000.**

# HOW SMALL BUSINESS MARKETING CAN BE MADE EASY FOR NEW COMPANY OWNERS.

In a massively competitive business landscape, small business marketing can be a real struggle for company owners, particularly in the early stages. Faced with the task of getting the word out on a limited budget, it can be hard to know what the best-value techniques are to grow your database, increase your exposure and kickstart your revenues. So much of marketing can be trial and error.

A leaflet distribution exercise or promoted post on Facebook may not get quite the results you were looking for, but it could be that a subsequent exhibition stand or strategic partnership works wonders for your small business marketing.

Marketing is an increasingly specialised discipline. With digital and traditional methods, and complex new tools for analysing and targeting customers, start-ups can feel overwhelmed. Half of all businesses in the UK fail to reach their fifth birthday; the right marketing choices could ensure that yours is among the success stories and this article has been written to help you along the journey.

Most small business owners do not know what the true purpose of marketing is (to create value) and how to do it (segmentation, targeting and positioning supported by market research). marketing creates value. Often businesses are so focussed on saving pennies that they are losing pounds because they do not invest strategically in marketing. Marketing contributes three times more value to any business strategy than any other organisational function

## SO HOW MUCH SHOULD YOU SPEND ON MARKETING?

Based on the large international study, the most successful companies invest 5 to 7 per cent of their turnover in marketing. Without a marketing plan, business owners tend to focus on channels or reactive tactics, rather than on 'integrated marketing' aligned to strategy that encompasses the marketing mix, measured by metrics for continuous improvement to enable you to deliver an identifiable return on investment.

## WEBSITE MARKETING

Make sure your website is easy to use and navigate. Ensure website is mobile friendly as more people use their mobile for internet browsing than desktop, and the google algorithm favours mobile-optimised websites. In addition, your website should link to the social media platforms you have chosen. Keep your website fresh so as to work you way up the Google rankings.



## CONTENT MARKETING

Do you want to improve your Google ranking? You'll need an SEO strategy. Four factors are important: firstly, technical (check site has no coding issues, meta data set-up including alt tags and H1 headers, site map and you follow best practice); secondly, links (authoritative and relevant, remove toxic links, check consistency among directory listings and add internal page linking), thirdly, content (contextual, fresh/updated, each page should focus on a different keyword phrase [avoid having too many keywords on each page]); fourthly, social and review management (measured by engagement of users on your social media platforms and review sites like Google Reviews and Yelp).

## ONLINE ADVERTISING

Advertising online gives you unprecedented reach and a whole range of options. From adplacement services like Google AdWords to pay per click on social media sites, and re-targeting; a tip to improve your quality score and conversion is to use landing pages tailored to each ad, and split-test adverts. Linking online ads with your social media feeds can add an interactive element.

Always set a budget for online advertising as often these things can spiral into expensive.

## EMAIL MARKETING

Once overlooked as 'old fashioned', email is coming back in a big way. Email marketing is an astounding 40 times more effective for customer acquisition than social media. MailChimp is an excellent choice for start-ups. As with any other marketing approach, the key to success is creating personalised communications based on recipient's interest; a tip would be to use click throughs on emails based on key interest areas to segment database for deeper targeting.

## SOCIAL MEDIA MARKETING

Social media users believe that they should be able to reach out to brands and get a quick response. Social media now serves a customer service role, as well as providing a platform to grow and understand your audience. If you can keep your customers happy by feeding them quality content and taking the time to respond to their posts, their trust in you as a business will see them recommend you to others. Guides and free courses are available on all the main social platforms: Facebook, LinkedIn, YouTube, Twitter, Pinterest and Instagram.

## OFFLINE ADVERTISING

Small business owners with a local focus can build that customer base by directly advertising through nearby outlets. Options include local papers, leafleting campaigns, sponsoring events and local sports clubs. Radio is an often underestimated and highly cost-effective way to reach a captive audience of commuters. In addition, local press and public relations can help increase awareness. Exhibitions are another channel to consider, especially for B2B marketing. It establishes your business among your peers

## SEARCH ENGINE OPTIMISATION

Know, like, trust are three key stages of the buying process which content marketing can help you achieve. Blogs, newsletters & videos are an increasingly popular way of demonstrating authenticity and industry credibility.

A helpful tip is to create a Content Calendar. Engage with your customers in a meaningful way rather than just selling to them. You should create regular content on your website blog page and drive traffic to your domain via social media and external linking from other websites. An important and often forgotten objective is to capture email addresses for lead nurturing.





## **DO YOU QUALIFY FOR A GOVERNMENT GRANT?**

You could qualify for ECO grants towards energy saving items on your home or business such as Insulation, Boiler replacement and Solar Heating. Domestic and commercial grants available for England, Scotland and Wales.

### **Heating and Boilers**

### **Home Insulation**

### **Renewables**

Further information

**<https://www.government-grants.co.uk/>**

It couldn't be simpler to check and start enjoying the benefits today

Save money on household bills

Be more energy efficient

Have a warmer home

# OVERDRAFT?



If you have a business bank account, you may be able to access an overdraft facility. This can be a useful way to manage your cash flow, as it can provide extra funds when you need them.

However, it's important to understand how business overdrafts work before you apply for one. This article will explain what a business overdraft is and how they work, so that you can make an informed decision about whether this type of funding is right for your business. We'll also take a look at other short-term finance options for your business.

## **How Does A Business Overdraft Work?**

A business overdraft works in much the same way as a personal overdraft. You are approved for an agreed limit, and can then access funds up to that limit when you need them. The main difference is that a business overdraft is usually linked to your business bank account, rather than your personal account.

This means that you can use your overdraft to cover business expenses such as stock, equipment or even everyday costs such as rent or utility bills.

It's important to remember that a business overdraft is a form of debt, and should be used carefully. You'll need to make sure that you can afford the repayments, as well as any interest and fees that may apply.

## What Are The Benefits Of A Business Overdraft?

There are a number of benefits that can come with having a business overdraft, including:

- Easy to access funds
- Flexible repayments
- Interest charges
- Unsecured
- Useful for seasonal businesses
- Avoid fees for bounced cheques or direct debits

Let's take a look at each of these in more detail.

### **Easy To Access Funds**

A business overdraft can be a quick and easy way to access extra funds when you need them. This is because the approval process is usually much quicker than with other types of finance.

You can also access your overdraft funds quickly and easily, as they will be linked to your business bank account. This can be helpful if you need to cover an unexpected expense or make a last-minute payment, without needing to contact the bank for approval first.

### **Flexible Repayments**

You can typically arrange to make repayments that suit your business, which can help with cash flow management. You could choose to pay the full amount back the next month, or make smaller repayments over a longer period of time.

### **Interest Charges**

Interest is usually charged on business overdrafts, but this will vary depending on the bank and the type of account that you have. Some banks may offer introductory rates or discounts on certain products.

You'll only be charged interest on the amount that you actually borrow, rather than the full limit of your overdraft. This means that you can make use of your overdraft without incurring high interest charges.



## **Unsecured**

A business overdraft is usually unsecured, which means that you won't need to offer any assets as security. This can make it a more accessible form of finance for businesses that don't own property or have much in the way of collateral.

## **Useful For Seasonal Businesses**

A business overdraft can be a useful form of finance for businesses that have seasonal fluctuations in income. This is because you can access funds when you need them, and only pay interest on the amount that you actually borrow.

You can also arrange to make repayments that suit your business, which can help with cash flow management during quieter periods.

## **Avoid Fees For Bounced Cheques Or Direct Debits**

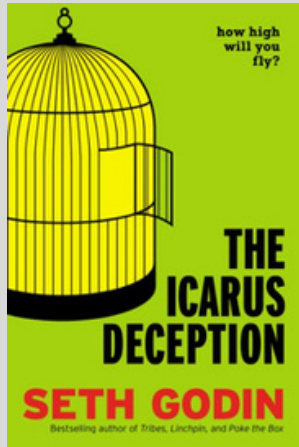
Without an overdraft, you may be charged a fee if a business cheque bounces, or if you don't have enough in your account to pay a direct debit. If you have an overdraft set up, you can use this to cover any payments that would otherwise bounce.

This can help you to avoid fees and maintain a good relationship with your suppliers or customers.

**For further information contact us:  
[info@perceptionaccounting.com](mailto:info@perceptionaccounting.com)**



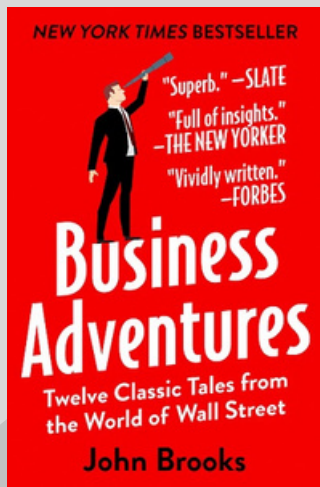
# FOUR FAVOURITE READS FOR OCTOBER & NOVEMBER



## The Icarus Deception: By Seth Godin

You might recall that Icarus's fatal flaw was not heeding his father's warning to not fly too close to the sun. Furthermore, Daedalus warned his son to not fly too low, fearing that the saltwater would also damage the wings.

In his lauded book, Seth Godin takes a hint from Greek mythology, pushing readers towards thinking radically outside the box, move forward without a map — critical skills for any marketer looking to get ahead. He emphasizes that conventional wisdom, conformity and fitting the mold are a surefire path to mediocrity.

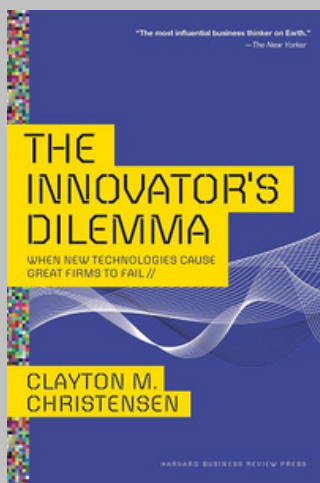


## Business Adventures: Twelve Classic Tales From The World Of Wall Street by John Brooks

Just to let you know how valuable this amazing book is I want to tell you the testimonial it received from the richest man on earth, Bill Gates, he said; "Business Adventures remains the best business book I've ever read".

So you can see you don't even need someone to convince you to buy this book. Bill Gates has remained the No.1 richest man on earth for many years and yet the book "Business Adventures: Twelve Classic Tales from the World of Wall Street" remain the best book he has read regarding business.

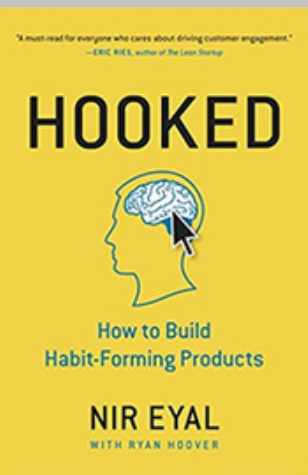
You'll benefit a lot from this exceptional book as an entrepreneur.



## The Innovator's Dilemma: When New Technologies Cause Great Firms To Fail by Clayton M. Christensen

Another important book which every entrepreneur should read if they want success in their business.

This book points out that businesses fail not only because they've done the wrong things but also because they did right in almost everything, this includes meeting customer's needs, disruptive technologies, and future opportunities. The Innovator's Dilemma outlines how to use radical thinking in order to elevate your business and company as an entrepreneur. The author has cited a lot of examples from giant companies that have risen and fallen in the world of business in various industries such as automobiles, retail, pharmaceuticals, computers, and steel.



## Hooked: How to build habit-forming products by Nir Eyal

People using your product is great, but people habitually using your product is greater. There's a pattern to which products and services catch attention and become essential for consumers and which, and Hooked answers how to do just that. Nir Eyal's book, culled from years of behavioral design research, is a must read and one of the best marketing books for entrepreneurs looking to create and market products that consumers keep coming back to.

# Perception Accounting Company News



Huge warm welcome to Louis Roberts, who joins us from another accounting firm with 5 years' experience. He has already proved his team player credentials by dancing for 10 hours in the danceathon after 2 weeks of service!

Big warm welcome to Dean Kennedy, who is our new office administrator and is looking forward to getting to know all of you.

---

Another Perception Grand baby has arrived, so a big snuggly welcome goes to Stanley.



Big congrats to Dan, who has now successfully completed his AAT qualification and is looking forward to moving on to his ACCA training.

Well done to Tia, who passed her Casualty Care course for the RNLI. Not all superheroes wear capes!



## FINALLY

### **Lisa and Georgie are having a cook off!**

Place your bets for who can make the best version of our recipe 'Easy Slow Cooker Spaghetti Bolognese' - or who can wear it the best! The winner will be announced in issue 7. **Good luck to both**

CLICK TO WATCH  
US DANCE



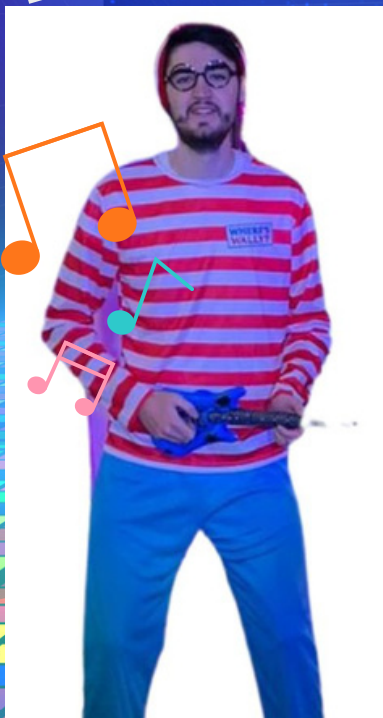
WE DID IT..  
**DANCEATHON!**

**THANK YOU....  
to everyone who donated**

to Georgie for building the playlist and making us dance to Baby Shark!

To Chris, who was on his hols in Spain but joined the link in the middle of the night to keep us going.

To Ruth, who joined the link and danced along with us at 3am.



To Charlotte, who knocked on the door at 5am, just when we were wondering how we were going to get through the remaining 5.5 hours!

To Hannah who was on the link the longest of all.

# CLICK FOR THE DANCEATHON BROCHURE



To Tia's family and extended lifeboat family who had us on in the background for most of the night and reminded us we were not alone.



To Louis, who despite having only joined the team 2 weeks before danced for 10 hours!

To Karen who popped in, made tea, took pics and generally kept us sane.

To Nigel who provided the lights and helped us clear up when we were on our knees.

To everyone that joined the link for the last half an hour and helped us over the finish line.



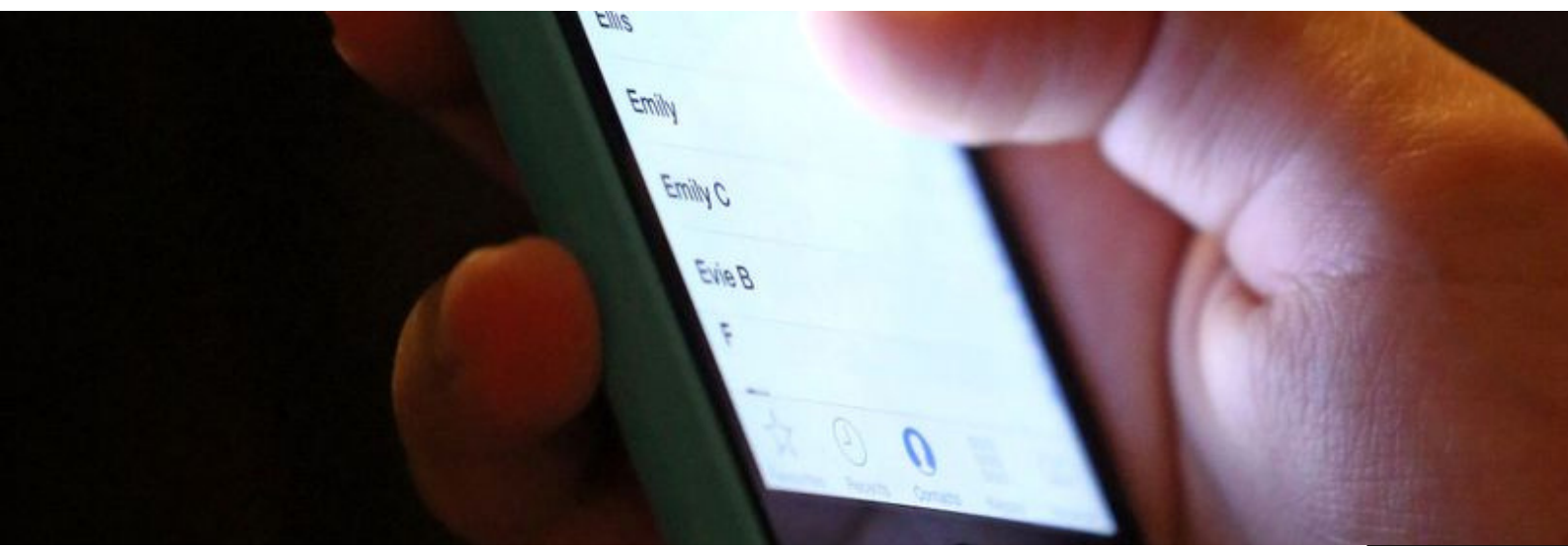
# SCAM ALERT

## Round up of the latest scams

**Scammers are using the cost of living crisis to target people's financial fears with bogus texts offering access to an energy bill rebate**

People are being urged not to fall for text scams doing the rounds that promise a £400 energy rebate paid into accounts if bank details are provided. It comes as households prepare to start receiving cash from the new Energy Support Scheme as bills go up this October.

In some cases, the messages appear to impersonate the energy regulator. But there's no need to apply to the scheme as the rebates are being handled by electricity suppliers and applied directly to your account.



## **Zelle Scams**

Scammers are turning to Zelle, the peer-to-peer payment app, as a means to steal people's money. The scammer will email, text or call you pretending to work for your bank or credit union's fraud department. They'll claim that a thief was trying to steal your money through Zelle, and that they have to walk you through "fixing" the issue. Then, they may instruct you to send the money to yourself, but the money will actually go to their account.

## **Cryptocurrency Scams**

As cryptocurrencies continue to buzz, people may fear missing out on investment opportunities. The scams can take different forms but often involve fake prizes, contests, giveaways or early investment opportunities. The scammers may impersonate celebrities or popular cryptocurrency websites to lure victims into sending them money, sharing login information or "investing" in a project. Crypto exchange accounts have also been the target of OTP bots because you might not be able to get your crypto back if the scammer drains your account.

## **Romance Scams**

While romance scams aren't new, their popularity continues to rise. According to the Federal Trade Commission (FTC), people lost £547 million to romance scams in 2021, up 80% compared to 2020 and six times higher than in 2017.

Scammers often steal someone's identity or create fake profiles on dating and social media apps to meet victims. There's no surefire method to detect a fake, although scammers may use stock photos and make excuses for why they can't meet in person.

After gaining your trust, they may ask you to buy them something or send them money. Recently, some scammers have posed as investors and shared false investment tips with their victims, which could lead you to invest in a fake opportunity. Or, the person may "mistakenly" send you money and ask you to send it back or forward it to someone else. If your bank later determines that their payment was fraudulent, the sum of the payment will be subtracted from your account.

Romance scams can target anyone, and some scammers seek to form platonic rather than romantic relationships.

# Easy Slow Cooker Spaghetti Bolognese



Try this family-style Bolognese sauce in your slow cooker – it makes four very generous servings or easily stretches to six when served with lots of spaghetti. It keeps well in the fridge for a couple of days and freezes brilliantly for up to four months.

## Ingredients

- 500g/1lb 2oz beef mince
- 1 medium onion, finely chopped
- 2 garlic cloves, crushed
- 200g/7oz mushrooms, any kind, sliced
- 400g tin chopped tomatoes
- 275ml/9½fl oz hot beef stock, made with 1 beef stock cube
- 3 tbsp tomato purée
- 1 tsp dried oregano
- 2 dried bay leaves, or 1 fresh
- salt and freshly ground black pepper
- freshly cooked spaghetti, grated cheese and basil, to serve

## Method

1. Put the mince and onion in a large non-stick frying pan and fry together over a medium-high heat for about 4 minutes, stirring and squishing against the side of the pan with a couple of wooden spoons to break up the mince as much as possible.
2. Add the garlic and cook for 1 minute more.
3. Tip the mince and onions into the slow cooker and add the mushrooms, tomatoes, stock, tomato purée and herbs. Season with salt and lots of freshly ground black pepper.
4. Cover the slow cooker with its lid and cook on high for 4-5 hours or low for 6-8 hours.
5. When ready, serve the Bolognese sauce with freshly cooked spaghetti, some grated cheese and basil, if you like.

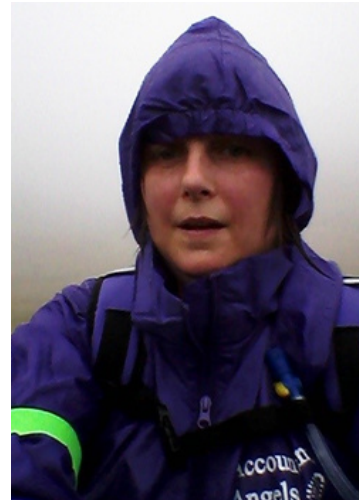
Enjoy!



# *Final thoughts from the MD*

Unsurprisingly, a lot of our efforts over the past two months have been focused on the danceathon. I would like to say a massive THANK YOU to my whole team, who came together and proved that we live by our values and behaviours by showing the most incredible teamwork I have ever seen.

It was one of the hardest challenges we have done (although it was better than the 50K hike, see pic opposite) due to the sheer length of the challenge. Every single one of my team played an important part, whether that was dancing or supporting those that were. I am so proud of all of you and so pleased that you choose to work for me.



I would also like to say a personal thank you to everyone that donated. Georgie and I visited Matthew at the Caldecott Foundation last week and he was so grateful for the amount that we raised and said it would make a massive difference to the children. We could not have done it without everyone's support.

Finally, I would like to say a fond farewell to Her Majesty, Queen Elizabeth II, who's dedication to duty is an example to us all.

Best wishes,

*Lisa Brown*



The Cobalt Building, 1600  
Eureka Park, Lower  
Pemberton, Ashford, Kent  
TN25 4BF

**[perceptionaccounting.com](http://perceptionaccounting.com)**



Perception Accounting  
Accountants with Vision