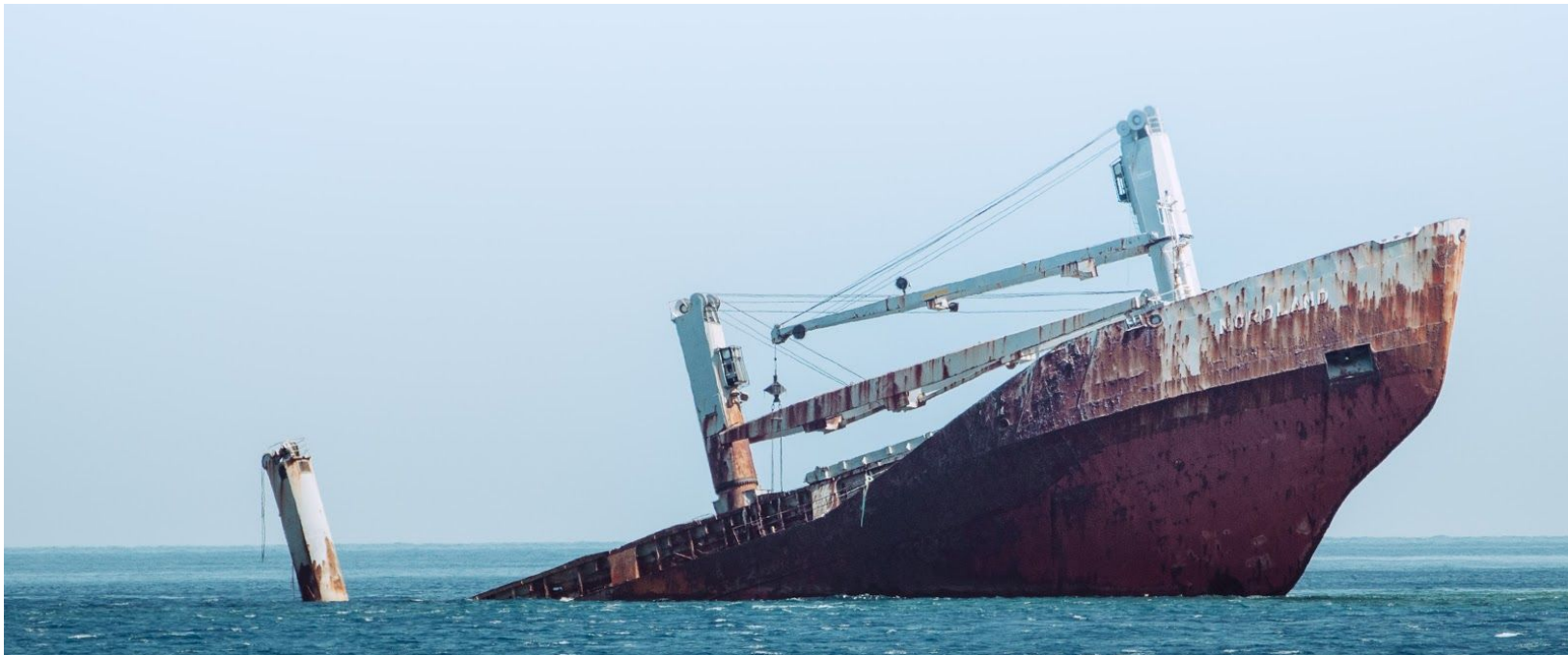


**You are the Captain of the Ship. You have a dream and you started your business; Don't put off what you can do today!**



**Why do some businesses succeed when others fail? While it may seem to be a matter of luck, in reality there are common mistakes that kill many small businesses before they ever get off the ground.**

But many business failures can be avoided by using a few easy principles, according to Bill McBean, author of the new book [The Facts Of Business Life](#).

McBean shared seven steps from his book that will breathe life into any business and increase its odds of success. He's spent decades running a successful auto business and started his own investment firm.

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Here are his tips:

1. **Business owners should lead, so others will follow.** "Good business leadership begins with defining the destination and direction of your company and deciding how the business should look and operate when it arrives," McBean writes. "It also involves developing and continuously improving on a set of skills in order to move your business from where it is today to where you want it to be tomorrow."

2. **Owners should take control of their businesses.** If owners don't have a hand in day-to-day operations, they have no control over whether businesses will succeed, McBean argues. "Don't stop at pointing out what should be done and how, also clearly state and emphasize that there will be consequences when standard operating procedures and processes aren't followed." Be stern with employees.

3. **Focus on general business principles instead of the specific industry.** "You need to understand the various aspects of business as it is more broadly defined, such as accounting, finance, business law, personnel issues, and more, and how all of these impact each other and the decisions you make," McBean says.

4. **Start planning the future instead of predicting it.** Business owners can't predict the future, but they can make educated decisions depending on what they know. McBean gives the example of Ford Motor Company. In 2008 and 2009, its competitors, GM and Chrysler, ran out of cash and needed taxpayer bailouts to avoid bankruptcy. But years prior to the credit crunch, Ford began to restructure its debt and raised billions as it continually added to cash reserves. "Was this luck or good planning? Industry insiders will say good planning," McBean writes.

5. **Put protecting a company's assets above all else.** Businesses should educate themselves about where they've invested and how those investments are doing. "The key is to understand what all of your company's assets are, and then guard them closely and work to maximize the profits they represent," McBean said. "Because if you don't, they will haunt your business and cause financial pain when you least expect it."

6. **Market the business to make sure it stays relevant.** "New business owners especially are nervous about marketing because money is already so tight at this stage," McBean said. "But you have to make the necessary effort to connect consumers to your company."

7. **Remember that the marketplace is a war zone.** McBean says it's necessary to develop a "warrior mentality" instead of shrinking away from the competition. "In order to be successful and remain that way, you have to continually focus on the market, react to it, and fight for what you believe should be yours. If you don't, your competition will win the war," he says.

**McBean says his tips will help any business to succeed.**

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***“It’s not the plan that is important, it’s the planning.”***

**Dr. Graeme Edwards**

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Over the years, I have seen many small business owners struggle to not only get everything done in their business but also have a good work/life balance. They start their business with excitement and dreams of helping others and supporting their family only to be pulled in a million different directions from helping customers, to dealing with employees to doing general administrative things like marketing, IT support, HR and bookkeeping for their small business instead of concentrating on why they started their business in the first place.

It ends up with the business owner reaching that dreaded burn out point and where they simply see their dreams that they had for their life and business smolder in a pile of ash, it’s often soul-destroying and painful for others to see.

This is why I am so passionate and committed to helping people break this cycle.

**So, how does a small business owner gain time to grow their business (without losing even more sleep)? Well there are 3 specific things you can do**

1. Outsource the time consuming administrative tasks that you simply shouldn’t be doing. These are things that you most likely don’t enjoy doing or even aren’t your strength or expertise
2. Hire additional staff that you may or may not be able to afford
3. Find ways to automate processes and procedures within your business

**How do I know I can help you?**

Well, I have been helping businesses with their bookkeeping over the years. My strength is doing the things you don’t like to do and aren’t the best use of your time. You didn’t go into business to be an accountant, but I did!

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***Don't put off what you can do today. This is the time to take that step to make a change that will change things immediately for you!***



**Cash flow.** *Mention those two little words to almost any small business owner, and you'll see them flinch. In fact, 82% of small businesses fail due to cash flow problems.*

***It doesn't matter if you have the best idea in the world. Your business isn't going anywhere if you can't afford to run it.*** Keeping your budget in check is one of the most essential parts of running a business. Unfortunately, not everyone gets this right. Problems with cash flows are one of the biggest reasons new businesses fail.

**Here's what I mean:** As your business launches and grows, there will be a push and pull between funding and supporting that growth, and being conservative with your spending. When in doubt, stay conservative. The "lean and mean" startup headset – and the concept of a minimum viable budget - is your friend.

You need a lean operating budget that can get through hard times. And you must expect and prepare for those hard times. Do not think that your business will be the sunny exception that never has trouble.

That's the trick with a lot of budgeting – to continue to be careful with your money even when times are good. Actually, you have to save money and stay frugal when times are good. Because if you can't save then, in the good times, it's unlikely you'll do it when business gets tough.

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## ***Get yourself a great accountant or certified bookkeeper.***

**Problems with cash flow rarely come out of nowhere.** They usually accumulate over time, in one form or another, while the business owner is busy with any number of other projects and responsibilities.

That's why having a great accountant or a certified bookkeeper can be so helpful. If you've got a smart, proactive financial professional who's really looking at your company's finances with rigor and insight, you've got a fantastic insurance policy against cash flow problems (and many other financial woes).

Unfortunately, that same quality of a great accountant – being proactive – is also the #1 quality business owners say their accountant lacks. Almost half of all small business owners, regardless of the size of their business, say their accountant is “more reactive than proactive.”

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## **Here are the Building Blocks of a Bookkeeping System that every Business Must Have**

**Yep you guessed it! Your bookkeeping system is built on a few key elements fundamental to keeping your books in order. With these building blocks, any trained professional bookkeeper can set up a solid system for tracking all the business's transactions. Here are these important components:**

- **Chart of Accounts:** List of all accounts in the books; the road map of a business's financial transactions
- **Journals:** Place in the books where transactions are first entered
- **General Ledger:** The book that summarizes all a business's account transactions

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**Bookkeeping is, among other things, a step-by-step process that lets you methodically track the transactions in your company's books. Monitoring a transaction every step of the way helps bookkeepers keep an eye on the bottom line at all times. Check out the following keys to bookkeeping success:**

1. **Transactions:** Make purchases or sales of items to run your business and start the process of bookkeeping.
2. **Journal entries:** Enter transactions into the books through journals.
3. **Posting:** Post journal entries to the General Ledger.
4. **Trial balance:** Test accounts in the General Ledger to see whether they're in balance.
5. **Worksheet:** Enter on a worksheet any account adjustments needed after the trial balance.
6. **Adjusting journal entries:** Post adjustments from the worksheet to affected accounts in the General Ledger.
7. **Financial statements:** Prepare the balance sheet and income statement using the corrected account balances.
8. **Closing:** Close the books for the Revenue and Expense accounts and start the entire cycle again with zero balances in both accounts.



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## **You're here for a reason.**

Maybe bookkeeping is stressful, causing you to lose thousands of dollars every tax season, or simply taking up your valuable time.

### **Want to know a secret?**

*Bookkeeping doesn't have to be a burden! I can make your bookkeeping easy and completely stress-free.*

## **Do what you're passionate about...**

I'm going to guess that when you started your business, you were on fire to put your natural talents to use. That probably excitement probably didn't include organizing and monitoring your finances. The good news is that you CAN shift your focus back to your passion.

## **...and I'll take care of the bookkeeping.**

As a professional bookkeeper, I am trained to take even the messiest books and turn them into an accountant's (meticulously organized) dream. Trust me, your CPA - and your bank account - will thank you!

## **Knowledge is power.**

I will communicate with you so that you understand exactly how your business is doing on a monthly basis. No more guessing or hoping for the best! I will track how much you make and where all your cash is going. This will give you the confidence you need to make better financial decisions for your business.

## **Don't sweat tax season!**

Imagine going into tax season completely relaxed and prepared. With my help, it really is possible! Your books will be up-to-date and accurate. I will find every deductible business expense and you can be confident that you will not be penalized come tax season.

## **Let me help you!**

I'm here to solve whatever bookkeeping problems you are facing. (And if I can't, I have colleagues who surely can and I would be happy to refer you to another expert.)

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**GOOD BOOKKEEPING LEADS TO GOOD BUSINESS  
MANAGEMENT AND GROWTH!**



**I can't wait to listen to the problems you're facing in your business and how I will potentially be able to help you sort and relieve you from burdens you might have!**

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[schedule-an-appointment](#)