

Wealthy and Wise!

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Wealthy and Wise!

The Small Business Advisors Family Letter

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FRESH & NEW "Insider" Tips On Wealthy and Wise Living

January 2011

**YOUR MONTHLY
NEWSLETTER IS
ENCLOSED**

Inside January's Issue...

- **My Personal Note: Happy New Year! Time For Resolutions ...**
- Entrepreneur's Corner: "More Important Than Knowledge"
- **Family Finance Corner: Take Your Fiscal Sanity Day**
- How To Take Control of Meetings—And Your Time
- *A Brush with Honest Abe*
- **Client Trivia Contest—Be Our Next Prize Winner!**
- And More!

Once You're Done Reading This Newsletter, make someone's New Year, and give them a copy!

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Choosing The Right Charity

You don't have to be rich to be a philanthropist. Most of the money donated by individuals in the United States comes from people with income under \$60,000. I've seen clients, of little "means" in the eyes of the world make a huge impact in their giving. I've also seen clients get burned. So, I put together this checklist for you to ask these questions before you write your check:

- Do their actions match your principles? Giving away a lot of money doesn't automatically mean an organization is making a real impact. Explore where their money goes and how that matches up to what they say they stand for—and what you want to support.
- Is the organization original and imaginative? Look for ideas and strategies that make you say, "Wow!"—or make you laugh appreciatively. Creativity is a good indication that you've found an organization worthy of your support.
- Does the organization back an unpopular cause? If an organization is working for a cause that many people disagree with, it probably needs your support more than others. Look for organizations that work for what you believe in, especially if that truth is unpopular.
- Do they take the long view? Find organizations that take a strategic view of what they want to accomplish in the future, not just how they hope to solve today's problems.
- Do they keep a low profile? Smaller organizations are good to fund, because they're less likely to be influenced by other donors who give big money.

Tyler's Corner

Happy New Year Everyone-

Madelyn and I had a great Christmas. Santa was really good to us this year. Uncle Kevin kept playing with my toys and I had to take them from him so I could play with them. I really like the firehouse that Grammy and Grampy got me.

I also turned 3 last month. My family took me to Chuck E Cheese to celebrate my birthday. I had a great time playing skee ball and the other games. We had cake and ice cream at home and boy did I eat a lot!

It is that time of year for you to come see dad. Don't forget to fill out your tax organizer online and schedule your appointment to see dad. Look forward to seeing you around the office.

I hope you have started the new year off on a good note and I will talk to you next month.



Tax Organizers

If you have not gotten your email about your tax organizer, please call the office and make sure we have your correct email address. Once you are ready, give the office a call and schedule your appointment or you can just drop your information off for us to prepare your taxes.

We're Very Happy To Serve These Wonderful Clients!

Do You Have Friends That Want To Save on Taxes? We're so honored by our clients that graciously refer their friends, neighbors and family our way so they, too, can save money on taxes in 2011. During this economy, we each need all the money we can preserve from the IRS! So, "thank you"...

John Bacci

Inside...

- Entrepreneur's Corner: "More Important Than Knowledge"
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- And More!

Inside The Mind of Your Tax Professional...

Happy New Year! Time For Resolutions ...

By Gary Heldt

Like you, I'm barely recovering from the holidays!

Family, football, gifts and such gave my body AND my wallet a bit of a beating. Can you relate? And now, we're facing a brand new year... and we've all got some pesky resolutions to follow..

The following are MY resolutions for 2011 . . .

- 1) Make an effort to eat more natural foods—especially those which taste good!
- 2) Provide my clients and their friends with THE standard in tax preparation and financial advice — especially in light of the broiling uncertainty we're all facing in this economy.
- 3) Lead my team well—with grace, excellence and compassion during our busy season.

What are YOUR resolutions? We'd love to hear about them! In fact, call or email our office and tell us what you're "resolving" to do in 2011.

And, if you'll forgive a bit of a self-serving "plug" — it's a very good idea to contact us right away, and set a time to meet. Sure, you don't have your paperwork ready yet—but give yourself a deadline, and help us plan at the same time. Poor planning is the "hidden" tax during this season.

This, of course, is why I'm in the business—to help clients and friends make sure they're not getting nailed by these multiplicity of "hidden" taxes. This year (if you'll forgive my being blunt), the "Stupid Tax" is NOT working with a professional. Don't pay that one, if you can help it.

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Entrepreneur's Corner: Much More Important Than Knowledge

By "Friend of the Firm" Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including the No B.S. series (www.NoBSBooks.com), and editor of The No B.S. Marketing Letter. **WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU** including a 2-Month Free Membership in Glazer-Kennedy Insider's Circle, newsletters, audio CD's and more: for information and to register, visit: www.FreeGiftFrom.com/HB

There is an old joke about the Farm Bureau agent trying to convince the grizzled farmer to attend the upcoming educational conference being put on by the Bureau. The resistant farmer says: "Aw, no need. I ain't usin' half of what I already know."

That, of course, is not the point.

The academic cliché is: knowledge is power. This is a falsehood concocted by the earliest organizers of universities and promoters of higher education, and it may at least partly explain why there are so many frustrated, broke scholars and teachers, and why universities need *donations* (i.e., hand-outs) from people who do figure out what produces wealth and power.

The vast majority of business owners have more than enough knowledge about their core business and the core skills it requires, for its deliverable, be that fixing meals or fixing cars or fixing teeth.

If they lack, it is know-how to package, present and promote that in a commercially viable, competitively successful manner, or to manage customers, or staff, or money. But even

equipped with ample supply of all that knowledge, many starve.

Because. It's not what you *know*; it's what you *do*.

Reading, listening, exposing yourself to different and repetitive, reinforcing 'takes' on the same information and ideas, association with high-performers and expert coaches and advisors all helps, not so much by stuffing more and more and more knowledge into the putty between your ears, but in motivating you to take it out and put it to good use.

Motivation by association vs. the costs of isolation, under-rated by most. While it is true that all successful people are ultimately self-motivated; meaning they decide and do, rather than being told and made to do; it is also true that they create environments for themselves that facilitate self-motivation. I like to ask myself what I know today that I didn't know yesterday, not so much because I need more knowledge – I'm like that farmer, I'm not using what I already know – but because that new information may motivate action on my part that *liberates value stored in my entire knowledge base*.

People fail to advance for two reasons: static thinking and inaction. Conversely, financial growth tends to follow or at least occur in concert with personal growth. If you are not engaged in a deliberate program of personal growth, your efforts to grow your business or bank account are undermined. It's not just what you do in terms of *things*, and getting *things* done, but what you do about getting better and being more effective at the things you do. Building a better *you*. Not just better advertising, marketing, products and businesses.

ask them to reduce your credit card interest rates. Believe it or not--they'll often say yes! Take time to develop and formulate a good plan to get out of credit card debt. Find or prepare a debt reduction plan.

5. Apply for a cash back debit card. Here's a good one:

www.perkstreet.com

6. Get more organized with your finances by shopping around for and using a good personal finance software program.

7. Review your budget, get caught up on your budget, or learn how to budget.

8. Shop around for the best online broker. Be sure you're getting the best price for your stock trades.

9. Make energy efficient changes to your home and lifestyle.

10. Find a good second hand store to shop at instead of the local department store.

11. Set up automatic payments for your bills to be sure you avoid late payments.

12. Google It. Use the phrase "how to save money", and then fill in the blank "on groceries", "on gasoline", "on kitchen expenses", "on babies" ...

13. Sell stuff on Ebay. Look for junk lying around the house and list it on Ebay.

Undoubtedly, there are more things which can go on this list, if you're industrious about it. But simply put, I'm hoping to give you "permission" to see your *financial* health in a similar light as you see your mental health.

Take Control of Meetings—and Your Time

Do endless meetings compete with demanding job duties for your time and concentration? Follow these tips to keep meetings in check and stay focused on what you want to accomplish:

- **Determine whether you really are necessary to the meeting.** Look at the agenda, or find out what the meeting is intended to accomplish. Ask yourself, "Do I get anything out of the meeting?" and "Do I contribute anything to the meeting?" If your answers are "no," let meeting organizers know and find a way to avoid attending.

- **Determine if you can attend only part of the meeting.** If the first part of a meeting is relevant to you, but the other half isn't, find a way to skip the second half.

- **Arrive on time—leave on time.** Let meeting organizers know that you'll be happy to attend the meeting but will only stay until the time stated. Then get there on time—and leave on schedule.

Famous Thoughts For January

Succeeding is not really a life experience that does that much good. Failing is a much more sobering and enlightening experience.

—Michael Eisner

If you find it in your heart to care for somebody else, you will have succeeded.

—Maya Angelou

The Wrong Resume Approach

Some of the most creative writing you're likely to see can be found on résumés. I was scanning CareerBuilder for seasonal employee prospects, and saw these in a collection. I just had to share them with you...

- One candidate claimed to be a direct descendant of the Vikings.
- Another job-seeker's e-mail address had "lovesbeer" in it.
- An optimistic job candidate's letter informed the manager, "I'll have your job in five years."
- A candidate provided a 24-page résumé covering a career of just five years.
- One job hunter placed a photo of her cat at the top of her résumé.
- An ambitious candidate declared himself to be "the LeBron James of table games."
- And a job-seeker sent the company a video in which he attempted to hypnotize the HR manager into hiring him.

TRIVIA CONTEST OF THE MONTH!

We've been passing out gifts like candy! Time for your turn! Be one of the first TEN emailers to gheldt@sbadvisors.cc with a correct answer, and you will automatically be entered into a drawing to win a \$50.00(!) gift certificate to a great restaurant ...on us!

January's Trivia Contest Question:

It's said you're transformed into an entirely different person every year, due to the actual physical change of atoms in the human body. What percentage are replaced in our bodies yearly?:

A) 98% B) 50% C) 77% D) 101%

Contact us right now with your answer!

Here's why we do this... even before tax season, we like to interact with our clients more. We love hearing from you—so we've created a FUN way to do so more!

December Trivia Contest Answer!

Last month's question:

True or False: 77% of Americans do grocery shop with a list—but it's estimated that *half* of everything bought in grocery stores is on impulse.

True

(Wonder what that figure looks like for Christmas cash and gift card spending!)

WINNER: Melissa Digman

Will you be next? Contact our office with this month's correct answer.

A Brush with Honest Abe

During the Civil War, a Union soldier was given the assignment of delivering a stack of reports to the War Department. He was in a hurry to finish the job so he wouldn't miss his train back to camp, and running up the stairs he ran straight into a tall, bearded man coming slowly down.

The soldier immediately realized that he'd collided with President Abraham Lincoln. Embarrassed and fearing the president's anger, he stammered one apology after another until Lincoln finally stopped him with a smile and said, "One apology is sufficient. I wish the whole army would charge like that."

January Events and Facts: (aside from the obvious...)

- 1: New Year's Dishonor List Day
- 2: 55MPH Speed Limit Day
- 4: National Cookie Day
- 5: Fruitcake Toss Day!
- 10: National Cut Your Energy Costs Day
- 12: Penguin Awareness Day
- 16: Nothing Day
- 17: Judgment Day (!)
- 21: Squirrel Appreciation Day
- 23: National Handwriting Day
- 25: Fun at Work Day
- 30: Inane Answering Message Day

***January is...**

- National Clean Up Your Computer Month
- National Lose Weight, Feel Great Month

* January 1, 1735
Paul Revere born.
* January 7, 1789
First Presidential Election Held
* January 15, 1967
First Super Bowl Held
Green Bay 35, Kansas City 10
* January 25, 1924
First Winter Olympics Held

Blessings To You and Your Family This January!