

BOOKMARX Bookkeeping News

Autumn 2009

"helping your business grow"

NEWS

bookmarx office update

Bookmarx officially began "complete account management" services this year by taking on three large pharmacies – in Tweed, Sydney and at Loganholme – all managed from the Bookmarx office. Our staff have increased from one to four. It has been a big transition and has taken quite a bit of time to adjust. For those who have felt the effects of this busy period I thank you for your patience. Things are now returning to normality.

We are on the lookout for some office space in 2011 so if you know of any opportunities in the Burleigh area please keep us in mind.

BOOKKEEPING TIPS

honesty

It is important for you to be as honest as possible with your bookkeeper so they can be honest with you about what you can and cannot put through as tax deductions. Please try not to think you can dupe the ATO as things have a way of catching up with you and a lack of honesty could make things worse for you and your bookkeeper. Paying tax means you are making money, and a good accountant will help you reduce your tax liability.

30 June 2010

With June 30 only a month away it is a good idea to have a meeting with your accountant to go over your figures. This can help you to plan for any upcoming tax liabilities and also help you get prepared for the new financial year.

THOUGHTS FOR THE SEASON

kindness

Good staff are not to be taken for granted. If you have someone assisting you who has proven reliable over the years and looked after your needs, then this is a good thing. By showing appreciation to the people who work for you and help make your business work and by being interested in them and asking how they are now and then may save you the headache of training someone else. Simple acts of kindness can go a long way and help to make a mutually harmonious relationship.

recommended reading

Talk Up Your Business – How to Make the Most of Opportunities to Promote and Grow your Small Business – by Mary Morel

I really enjoyed reading this book. There were a lot of really creative ideas in it that will challenge you to think outside the square on how to make more opportunities to get your name into the marketplace. Below is a summary on what the book is about.

"There are hundreds of daily opportunities for talking up a business, and this helpful and informative resource details how to make word-of-mouth work and how to identify and make the most of every chance to promote and grow a business without spending a fortune on expensive advertising. The importance of understanding the basics of good verbal communication is stressed, and there are tips on networking effectively, generating new clients by running seminars and presentations. Also detailed are ideas on how to publicize a business through radio interviews, sponsorship, and street-festival participation. Practical examples throughout provide a real-life perspective on each of these ideas".

NETWORKING

John Keen Design

Each newsletter I will introduce you to a client and their services. This month I will introduce **John Keen Design**.

If you require the services of an experienced graphic artist or website designer to help you improve your business image, then John Keen design can help. Their mission is to create design that inspires, aiming to present your business or product with clarity, authenticity and credibility. They offer a personal, genuine and friendly service. John Keen Design do beautiful graphic design work with John the founder being a true artist and having a passion for beautiful design.

Commission a job with John Keen Design and you'll be in the draw to **win 7 nights in Bali**. Visit their website to find out more.

www.johnkeen.com.au