

## Mar"key"t place

We continue our discussion on Stephen Covey's book, *The Seven Habits of Highly Effective People*. Habit 3: Put First Things First. Habits 1 and 2 respectively state that you need to be proactive and set a Mission Statement for yourself. Habit 3 now encourages you to move towards and through your Statement. Another way of saying Habit 3 is to prioritize. Let's give an example of how Habit 3 would play out in your marketing plan. In your Mission you state that



you want to double your sales. (Although we encourage you to be more specific than this, we'll go along with the statement).

Now, you start your day by checking your emails and voicemails, then you realize you haven't paid your insurance, so now you sit down to write checks, suddenly it's 4pm and you have to have the staff meeting you scheduled last week. You just spent your whole day NOT seeking your Mission Statement of doubling your sales. Granted, all of the things you did had to be done, but Mr. Covey's book states that if you have a clear Mission, you should allow it to dictate your priorities—first things first.

Your sales are important to your Mission, so each day you should spend a certain amount of time on sales. Whether it is cold calling, networking, or following up on a lead, your Mission dictates that one of your "first things first" is doubling your sales.

## Quote

Turn my eyes away from worthless things.  
—Psalms 119:37

## Q&A

**Client:** How do I screen candidates?

**BKC:** Thoroughly. Have several interviews with perspective candidates. Though you might be very busy and need that body to fill a position, hiring the wrong employee can cause you more money and stress. In the afterword of one of his books, Mr. Covey noted of things to do different, that he would be more selective when hiring key employees.



# KEEPING LEDGER

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## business-keepers Consulting

...the KEY to keeping business.

5901 Warner Avenue, #70  
Huntington Beach CA 92649  
(714) key-8-key phone  
(714) key-8-535 fax

[www.business-keepers.com](http://www.business-keepers.com)

## ACCOUNT-ABLE

This is a new year for a new beginning. All of 2006 this column talked about moving from a manual accounting system to a computerized system using the Quickbooks software.

We want to conclude that series and look forward to the next one, by discussing the essence of accounting: keeping track of how you make and spend your company (and even your personal) money. In ancient times, the money counters would enter each transaction in journals. Literally, pieces of paper bound together by leather and called Journals. We still think of journals as a means to document how we feel, write reminders to ourselves, enter report comments, and our weight as it scales up and down each day.

Why not journal your financial records? If you are still on the fence about converting your accounting from manual to computerized, let us break it down to simple concepts:

- Accounting is a journalized way to keep track of your income and spending
- "Registers" is the updated term for journals and is used in software such as Quickbooks
- Understand Registers and the accounting (debits and credits) will work itself out

In 2007, this column will be dedicated to understanding accounting, its true essence, the insights it provides, and how to use accounting as a tool to better understand your business.



## Calendar

Monday, January 1, 2007  
*New Year's Day (observed)*  
Monday, January 15th  
*Martin Luther King (observed)*