

Mar"key"t place

We broadened this column to allow more room for our market place articles.

As promised, this month, we will discuss how your company's name should tie into a logo.

You may be of the impression that a logo is not that important and yet you recognize the checkmark that is the logo for Nike or you see a circle with a woman in it that looks angelic and your mouth start salivating for a Starbucks latte. Aflac, the insurance



carrier, started a campaign of commercials using a duck that goes through their ads saying,

"aflac...aflac." The duck is now so popular it was seen in the last Jim Carey movie, "Lemony Snicket's A Series of Misfortunate Events." The company has made the duck it's official logo. According to an OC Register article, the duck beat out the Ronald McDonald, Mr. Clean, and Trix's rabbit icons in popularity. Aflac wanted to have a logo that told their customer base, "we are approachable" and it worked. You want your product or service to be connected to an image. The average consumer sees and hears names of businesses all day. If you have a meaningful name (as discussed in previous issues) with a logo that reinforces your name it is all the more reason for your customer to remember you and use your company.

Quote

a time to scatter stones and a time to gather them,
—Ecclesiastes 3:5

Q&A

Client: Is there a shortage of skilled labor?

bkc: There is a shortage. Many larger businesses such as Wal-Mart are hiring seniors who want to continue working. This older workforce make wonderful employees because they are reliable, eager to work, and already have the life-skills for on the job work. Download EDD's Employer Tool Kit for more information.



www.edd.ca.gov/empltoolkit.pdf

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ACCOUNT-ABLE

We are officially naming this column, "Account-Able." It is important for our loyal readers to know they can rely on this newsletter to provide them with pertinent accounting information. This month's issue, we start a new series, in this column, on how to do the basics of accounting with or without an accounting software. This series will take us through the rest of the year, so hold onto these newsletters for future reference. Let us start by first stating the obvious: If you have a business, there is going to be paperwork.

There simply is no way around it. You have to account for the various transactions that happen in your company's day to day activity. We know that many business owners dread paperwork and would rather be out there selling their product or service. We encourage owners to stick to what they like. However, even basic accounting needs are required to run a business effectively.



For example, if you are a plumber, and you don't write up receipts for your customers, how will you know what work you've performed for past reference and warranty?

The KEY is to create an accounting process that serves your needs and is efficient.

Next month we'll talk about setting up an accounting system.

Calendar

Thursday, May 5th
National Day of Prayer
Sunday, May 8th
Mother's Day
Monday, May 30th
Memorial Day (Observed)