

Mar"key"t place

You have a company name that is true to your business, you've decided on a logo, the last marketing tool for name recognition is the "tag line." This is that little blurb you say when you promote your product or service. It is to reinforce your company name. For example, Maxwell House's tag line for their coffee is "Good to the last drop," and they reinforce that line with a logo that shows a cup tipped upright with one drop falling out of the cup. This implies coffee so good



even the last sip is enjoyed. Or Disneyland's, "The Happiest Place on Earth." Now that's a big promise!

When choosing your tag line, make sure it's short but effective. Don't make it a paragraph, and it should not be longer than 5-6 words. Use words that are familiar with the public; avoid an old adage unless it really works for your business. Too many times companies have used the tag line, "Here to serve you." This does not say anything about the company, nor does it make it stand out from the competition. Another overused line is, "The very best," or "so many-and-so many satisfied customers." The satisfied customer is a great statistic but not original enough to leave a lasting impression. Lastly, when thinking of your tag line try to incorporate your logo. The coffee mug was Maxwell House's; Disneyland's, the fairytale castle! Have fun and be creative.

Quote

Does the clay say to the potter,
'What are you making?'
—Isaiah 45:9

Q&A

Client: How can I make my workforce work more effectively?

bkc: Train, train, train. In a lot of cases, employers hire people and don't take the time to properly train them on their jobs. Though your time is precious and it seems wasteful to explain the details of each task, training your employees the right way, up front, will save you time from having to redo their work and train them down the road.



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...the KEY to keeping business.

2210 Pacific Ave, Suite K1
Costa Mesa, CA 92627
(714) key-8-key phone
(714) key-8-535 fax

www.business-keepers.com

ACCOUNT-ABLE

In our new series, we are discussing how to set up and maintain an accounting system for your business, with or without a computer software as an aid. Money is at the root of every business; how it is processed and recorded. Your checkbook is your first step in establishing a good accounting system. Every transaction that requires money to go IN or go OUT of your bank account should be recorded in your checkbook.

Let's take a moment to discuss your bank account. We want to provide you with a few basic ingredients for a healthy account with your bank. First, you must have a separate bank account for your business. Commingling funds with your personal expenses is not only a headache for your accounting system, but it is frowned upon by the IRS. Secondly, your bank statement MUST cut off at month end. Strangely enough, many banks don't do this automatically. You have to ask them to do this; and DO ask them. It is important to have a clean month's statement. Thirdly, the statement should list the cleared (ie: cancelled) checks in numerical order. (This is another request you might have to ask the bank to do for you.)



Next month: Recording transactions in your checkbook (or software).

Calendar

Tuesday, June 14th
Flag Day

Sunday, June 19th
Father's Day

Tuesday, June 21st
Summer Solstice (the "official" day it is really hot)