

## Mar"key"t place

You've given consideration to your company name, your logo, and your tag line. The next step in branding your company name into the minds of your "public" is to use these tools on every marketing piece you generate.

Brand tie-in is everything. If you have the name, logo, and line but don't use it what good is it?

Everything from your business cards, to your website, to your sales pitches should reinforce your company's name in your customer's mind.



At the very least your business cards, letterhead, and envelopes should consistently reflect your branding.

Putting all your information on your business card, but having a blank piece of paper for letterhead is not the image you want to portray. Consider also, your invoicing. Your invoices should reflect your name, logo, and tag line in the same manner as your other marketing materials. Let us make a lasting impression right down to our own invoicing. What better way to show your customers your business's level of professionalism. Many a time, through filing our customers' receipts, have we run across invoices from their vendors whose format is plain, insufficient in information, created on cheap paper, and/or lacking in name branding of any kind. Impress on your customers' minds your name, logo, and tag line with every opportunity.

### Quote

Whatever your hand finds to do,  
do it with all your might.  
Ecclesiastes 9:10

## Q&A

**Client:** When is the right time to hire someone?

**bkc:** When you find that your time is better spent with your customers and not doing the work yourself. However, the next question would be, should I hire someone to do the work in-house, or subcontract the work out? That question depends on the work you want done. We'll talk more next month about what tasks to sub out.



# KEEPING LEDGER

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## ACCOUNT-ABLE

In this month's issue, we will cover recording transactions in your checkbook. There are a couple of ways of doing this. The first way is manually in the checkbook register that you were given when ordering new checks from the bank. In the check register there's a column for Number, Date, Description, Payment, Deposit, and Balance. It is important to write every check you issue in the check register immediately. The check date should be the date of the check itself. The date of the check is the legal date of tender. Do not use the date it cleared because that is an inaccurate way of expensing your true monthly costs. The Description should have two items, on the top line should be the payee, on the bottom line should be the type of expense. For example: Robert Brown would not be enough information for you to understand what the expense was for; you need to indicate on the line below that it was your attorney for legal cost.



Try to avoid using your carbon copy checks as a replacement for a check register. The nature of the register is to not only capture the checks that you have written, but your ongoing checkbook balance. The second way to record transaction is in software such as QuickBooks.

Next month we will go over how to recap your expense from this register.

### Calendar

Monday, July 4th  
*Independence Day (observed)*  
Friday, July 8th  
*Orange County Fair Begins*