

Mar"key"t place

Stephen Covey wrote a little book called the Seven Habits of Highly Effective People back in 1989. We have recently rediscovered his wisdom and want to apply his ideas to marketing your business.

Habit 1: Be proactive: Don't wait for things to happen to your business. Instead of reacting, be prepared-acting.

Covey's book details all of proactively but we want to expand on just preparedness.

Instead of waiting for technology to



force you into the 21st century, why not be proactive and prepare for the 21st century. We've all heard the saying

many times, "It's always been done this way." First of all, this is not a consolation to your customers.

Second, it's an excuse for you NOT to learn a better method for best serving your customers. Call it laziness or fear, you chose to do it the "old" way.

Be proactive and embrace the new ideas, see if they can make you faster, more efficient, more marketable to your customers.

One of the tricks to being proactive for your business is to see the process of an idea from beginning to end. Covey calls this Habit 2, "Begin with the End in Mind." By thinking about the whole process, you can determine all the steps you need to take and can start taking them.

We'll talk next month about Habit 2.

Q&A

Client: How do I fire an employee (cont.)?

bkc: The second step is to document again and again. You have to build a file of repeated, documented transgressions. Management must be on the same page as far as discipline and not send the employee mixed signals. (The office is not the place to play the "good cop, bad cop" routine). If you haven't already, spell out the consequences of misbehavior.



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ACCOUNT-ABLE

We continue our discussion on converting your manual accounting system to a computerized one using Quickbooks Pro (QB) software. We left off with entering your beginning Accounts Payable balances.

The best way to enter A/P is through the Enter Bill method of QB. (You could enter all A/P as a journal entry, however, QB only allows one A/P line within EACH journal entry—a little flaw of theirs). Here is how to enter an old bill into QB which will be paid at a later date:

At the top of the screen, Go to Vendors, Enter Bills

Now enter the name of the Vendor (such as SBC, or ABC Property Management, etc). Quick Add the Vendor

Tab to date and enter the first day of the period that you started using QB. In our example we wanted to go all the way back to Jan 1, 2006

Tab once to Ref #. This is where you would enter invoice numbers.

Tab once to Balance Due. Put the full balance of what you owe this vendor

You can skip Bill Due. Tab to Memo and list more Inv #'s if necessary

Tab to Account at the bottom. Enter Open Bal Equity for Account. Do NOT enter the appropriate expense for this vendor such as SBC would be Telephone, because you have already expensed it in the prior period. The full amount will automatically be in the Amount column



Quote

Samson said, "If anyone ties me securely with new ropes that have never been used, I'll become as weak as any other man."

—Judges 16:11

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Calendar

Monday, October 16th
National Boss Day
Sunday, October 29th
Daylight Savings Time Ends
(set clocks back one hour)