

## We keep your financial assembly running.

(714) key-8-key

(714) key-8535 fax

www.business-keepers.com

(12/1/1913 Continuous moving assembly line introduced by Ford (car every 2:38 hrs)

Mar"key"t place

We have spent many issues discussing how to correct errors you might make with customers, now let us take this month to remind you to thank them for their business.

December traditionally is the time of year to send cards, gifts, and thank yous for your customer's loyalty.

Take this month to refresh your database for sending cards. If you have not already, start this month collecting birthdays and anniversary dates to add to your database. Make 2005 the year you don't forget one special birthday.

Next year we'll discuss how to enhance your marketing relationships with your vendors.



(12/12/1913 Mona Lisa recovered (it had been stolen from the Louvre Museum in 1911))

## Q&A

**Client:** How do I report new hires?

**bkc:** As we discussed last month, you have to report to the state, any new hired employees. For California, you need to fill out DE-34 and fax to 916-255-0951. If you use a payroll service they can do this for you or call us and we'll be happy to help you comply.

## Business-keepers Consulting

opens up your company's passages.



(12/26/1825 Erie Canal opens)

There is another combination between the net profit and what is in your bank account that we have not covered in this series on how the Balance Sheet and the Profit and Loss statement relate to each other. This combination is when the net profit is high but there is not enough money sitting in the bank, nor the draws or loans to justify this net profit. This poses a problem considering you will be paying taxes on the net profit and should be able to substantiate where the money went. Here are a couple of explanations:

- The net profit proceeds were spent via cash expenditures but have not yet been properly recorded. This is a fallible situation if you have no receipts (hence no proof of expenditure). Without these cash receipts to code to expenses you will have to accept the net profit as is.

- Your sales are high, but the money is not getting deposited. This is a serious dilemma. Let us address this next month.

# KEEPING LEDGER

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Worthy Gifts



(12/8/1953 L.A. became the 3rd largest city in U.S.)

### Quote

So don't be afraid; you are worth more than many sparrows. —Matthew 10:31

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### Calendar

Tuesday, December 7th  
Pearl Harbor  
Remembrance  
Tuesday, December 21st  
Winter Solstice  
Saturday, December 25th  
Christmas (Observed)