

Mar"key"t place

Walking the talk will give you an edge over your competition. You know you have a good product or service, so why not use it yourself? What a better testament to the excellence of your company than to see it working in action.

Of course we realize that not all mechanics have time or money to always work on their own vehicles, or tax preparers who don't have time to file their own tax returns on time, or insurance agents who have no insurance. But we encourage



you to re-prioritize your time and/or money to use your own product or service. What better way to find out more

about how your customer wants to be treated than by treating yourself as a customer.

Recently, one of our staff needed to visit a foot doctor. Her fear of the Shots with a needle were softened when the doctor told her that he, too, had to have shots in his foot when he went to podiatry school and he gives shots compassionately. Apparently podiatrists work on each other as part of their training so they can learn what it feels like to be the patient. (We also understand that dentists go through the same training).

So try not to be a "do as I say, not as I do" type of business owner. Instead Walk the Talk.

Quote

Or else let them come to me for refuge; let them make peace with me, yes, let them make peace with me.

—Isaiah 27:5

Q&A

Client: How much should I give for Christmas bonuses?

bkc: It depends on the size of your company and longevity of your employees. A lot of small businesses give \$100 to \$500 to each employee. Other companies give an amount comparative to each employees' salaries such as one week or two week's pay. Regardless of how much, all bonuses must be run through payroll and taxes withheld.



KEEPING LEDGER

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ACCOUNT-ABLE

We will continue our discussion on switching from a manual accounting system to a computerized one. Let's say we are starting with November 1st as your beginning bank balance to enter into Quickbooks. Take your October bank statement's ending balance. Then subtract all the checks that did not clear the bank as of 10/31. Don't forget to capture older outstanding checks. For example, checks to the Secretary of State and charities usually take longer than a month to clear. Another hint to help you in this process is to look at your November bank statement. Though you are starting with November 1st, the November statement will let you know what checks cleared on that statement that were actually dated October or prior.

The key to remember is that the DATE of the check is the date that you are legally bound to honor that check. So if a check is dated October 31st, but cleared in November, the check would not be included in your November QB activity, BUT it would be deducted from the October 31st ending bank balance. Next month: Example for establishing a beginning balance in QB.



Calendar

Wednesday, December 21st
Winter Solstice
Saturday & Sunday,
December 24 & 25th
*Christmas Eve & Day (Day is
observed & most companies close
early on Eve)*
Saturday, December 31st
New Year's Eve
*(New Years Day, Jan 1st, falls on a Sunday;
most companies are closed on Monday,
January 2nd. Rose Parade will be on Monday,
January 2nd)*