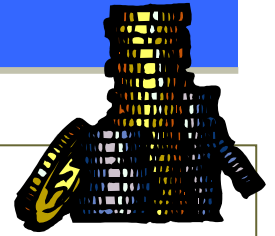


When Every Penny Counts, Count on Us!

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How to Keep Your Customers Satisfied

In some industries, service has become a quaint memory, and customers are reduced to selecting the provider that costs or annoys them the least. But the golden rule has not been repealed, and pleasing your customers can create a powerful competitive advantage. A few simple changes may well increase your bottom line.

For example: We all hate having our time wasted, and businesses are among the worst offenders. To distinguish your firm from the rest, establish the following customer service policies and procedures.

Communicate with your customers. Return their calls promptly, update them about matters in progress, and explain delays as soon as you can.

Don't make your customers jump through hoops. Offer discounts at the point of sale, rather than giving out coupons or making buyers apply for mail-in rebates. If you employ an automated phone system, provide a simple method for reaching a live person.

Don't worry about trying to save face. If you're even partly wrong, apologize and proceed to a resolution. Train your employees to do the same, and reward them for positive outcomes.

Let customers know you're there for them and that you regard them as more than mere cash cows. Listen to their concerns, and address them promptly. If someone is unhappy with a purchase (whether product or service), fix it, replace it, or refund the payment in full. At worst, the loss won't be compounded by damage to your reputation. At best, the money will come back multiplied by repeat business and referrals.

Quality service is a powerful marketing tool that's surprisingly easy to deploy. Simply imagine how you would want to be treated, and provide that treatment to your customers. As their satisfaction increases, your profits will.

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Tax Due Dates

May 10

- Deadline for employees who work for tips and received \$20 or more in tips in April
- Social security, Medicare & Withheld income tax Form 941

May 17

- Non Payroll Withholding
- Social security, Medicare & Withheld income tax

May 20

- Texas Sales & Use Tax return for April (monthly)

Are you a Fireman or a Business Manager?

In your business are you constantly putting out fires caused by cash shortages? How well you manage your cash flow affects your business's profitability and longevity. Here are a few "fire prevention" suggestions.

Create a cash flow projection

A cash flow forecast should be one of the quarterly reports prepared in every small business. It consists of your beginning cash balance plus your expected receipts minus your expected disbursements. A forecast allows you to anticipate cash shortfalls in order to give you time to carefully consider all your financing options.

Collect your money as fast as possible

Send invoices as soon as you ship goods instead of billing at the end of the month. Your invoices should clearly show the payment due date and any penalty for late payment.

Follow up on delinquent receivables

The longer an account remains unpaid, the greater the chances are that you'll never see your money. Once an account becomes delinquent, make no more credit sales to that customer until the account is brought up to date.



Postpone paying your bills

Take early payment discounts when it makes sense, but otherwise use the full grace period to pay your bills.

Don't let inventory build up

If your inventory includes slow-selling and high-cost items, consider making them special order items. Get rid of obsolete inventory to free up cash and valuable shelf space.

Track your expenses

At least once a month, compare your spending with your budget. If you are spending more than you planned, it's a good indicator that you may need to take corrective action.

Establish a lifeline of credit

Set up a line of credit before you need it. It takes time to secure a loan from a bank, and it may be more expensive and difficult to obtain credit when you really need it.

For a review of your company's cash management plan or for help in establishing one for your business, give us a call.

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30 Tips to Cut Down Your Fuel Bill

1. Before getting into your car, ask yourself "Is this trip necessary?"!
2. On short trips, try walking or bicycling. It's good exercise.
3. Consider car-pooling and share the gas bill and ride.
4. Always use the shortest route.
5. Organize activities and perform as many errands as possible in one trip.
6. If possible, avoid driving during rush-hour & other peak traffic periods.
7. Do they deliver? Let them pay for the gas!
8. Make a list and do all the grocery shopping once or twice a week.
9. Public transportation may be cheaper, especially when traveling alone.
10. Pack as little in your car as necessary so it has less weight to carry.
11. Shop around for service stations with the lowest gasoline prices. (See www.fueleconomy.gov)
12. Don't speed. Cars get about 21% more mileage at 55 mph than at 70 mph.
13. If you must stop for more than 30 seconds, don't idle your car. The engine is more fuel efficient if you turn it off and restart it.
14. Drive evenly with a steady foot. Avoid jiggling the accelerator.
15. Keep tires properly inflated at all times.
16. Use air conditioning only when necessary. Try opening the window.
17. Avoid quick starts. When starting, press accelerator slowly.
18. Avoid panic stops. When possible, coast to stops such as traffic lights.
19. Remove items that cause wind resistance, such as luggage racks.
20. Make certain your gas cap fits properly and is on tight.
21. Use the lowest octane gas that won't make your engine knock.
22. Shift into high gear as soon as possible. If you have automatic transmission, lift your foot from the accelerator about one second early.

24. Keep brakes properly adjusted. Dragging brakes increases resistance.
25. Operate as small a car as possible for your driving needs. (Small cars weighing half as much as large cars use about half as much gasoline!)
26. In hot climates, drive a car with light colored exterior and interior, to reflect light, heat. Tinted glass also prevents heat buildup.
27. When driving, keep your eyes moving and your feet still! Keep your steering wheel still too. The more you weave back and forth, the farther your car has to travel and the more gas is consumed.
28. When you see a hill ahead, build up speed before you reach it, then maintain your speed on the slope. Then coast down the other side.
29. Keep wheels aligned for better mileage - Longer tire life, too.
30. Record all gas purchases for tax deduction purposes.

The Ignite Opportunity

Own your business by helping customers save on their energy bills. Start your own home-based business now and create your own cash tree!

If you are familiar with network marketing and would love to add an additional monthly residual income based on a one-time sale, this is an opportunity you can't afford to miss.

This has been a life changing adventure for many and while the business plan is simple, you must work consistently and talk to everyone you meet about this golden opportunity.

I hope that you will join us for the ride of your life, before we open in new states, in the very near future & this business explodes.

If you would like to know more about this golden opportunity please contact me by email at george@connerbookkeeping.com or by phone at (713) 805-8645.

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