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## LINKS YOU CAN USE NOW



### *This Month – Productivity*

Personal productivity is an ever-adapting, lifelong developed skill; explore the productivity playground to see what works best with your brain and lifestyle.

**7 Productivity Hacks from 7 Successful Entrepreneurs** From Elon Musk to Jeff Bezos, here's how some of the best and brightest stay so productive. More:  
<https://tinyurl.com/links06211>

**7 Ways to Enter the Productivity Zone Faster and Focus Better** When the brain fog won't clear, these tips could be a ray of sunshine to find your focus. More:  
<https://tinyurl.com/links06212>

**I'm a Successful Entrepreneur with ADD, and This Is My Go-To Productivity Technique** For the neurodiverse crowd, here's a twist on today's hottest method, the Pomodoro Technique. More:  
<https://tinyurl.com/links06214>

**Stop Putting So Much Stuff on Your To-Do List** Learn more about why you should consider putting your list on the chopping block. More:  
<https://tinyurl.com/links06215>

## Are You Growing Your Business with Video?

Online video content has become the keystone of a successful marketing strategy. According to marketing statistics collected by InVideo, in 2020, consumers increased their video viewing by 96%, and 60% of these viewers report preferring to watch curated online content over live television. If you aren't yet harnessing the power of this medium, here's why it's time to take note.

**Cost-effectiveness.** Most videos can be easily produced with your smartphone and shared across free platforms, making it one of the most cost-effective lead generation tools. In fact, 80% of marketers who use video say that it has directly led to an increase in sales.

**Visibility and engagement.** Gain the edge on your competition with the market visibility video facilitates. With business profiles composing one-third of Instagram's top-watched "stories," video gives a relational face to your brand that helps to keep your customers personally engaged in between transactions.

**Sales generation.** By 2022, 82% of the average business's website traffic is expected to come from video streaming. With 40% of global shoppers saying that they have purchased products they first discovered on YouTube as well as marketers experiencing a 66% improvement in generating qualified leads, the impact video can have on your sales pipelines is astounding.

**Message retention.** Visual communication allows you to communicate complex topics in a more high-impact way with the ability to say more with less. As an added bonus, your marketing message will also have a greater impact with viewers better able to retain the overall message, increasing from just 10% message retention when reading text to an incredible 95% retention rate through video.



### Quotes on ... Balance

*Balance is not better time management, but better boundary management. Balance means making choices and enjoying those choices.*  
Betsy Jacobson

*I've learned that you can't have everything and do everything at the same time.*  
Oprah Winfrey

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## Here Are 5 Ways to Attract Better Clients

Equally as important as attracting new clients, improving the quality of clients along the way is critical to quell growing pains as your business expands. “Difficult” or “problem” clients can eat up your company’s resources, creating tight deadlines, high demands, bottlenecks to cash flows and ultimately more stress than they’re worth.

Here are five steps to attracting better clients that grow alongside your business:

**Define them.** Attracting better clients first requires getting clear with yourself. Who is your ideal client, and what does the working relationship look and feel like? For most, better clients will be easier to work with, more satisfied with the value your product or service provides, create a steady stream of business and boost your bottom line with consistent cash flow.

**Find them.** It takes some detective work to seek out these ideal clients. Think about their habits and online behaviors to form a marketing presence where they naturally flock. Surveying your current ideal clientele is an excellent method to do your homework. Remember, attracting better clients takes an active and decisive effort on all fronts.

**Interest them.** A reworked value proposition could be just the key to attracting better clients on both a micro and macro level in the marketplace. Getting down to a simple impactful message is no easy task: it takes time getting to know your business better, providing a unique value and promise to a specific market segment and social proof to back up your words.

**Value them.** Take the extra time to get to know your ideal client’s business before coming in for the pitch. Good clients are highly sought after; set your business apart from the crowd. Showcase your professionalism, understanding of their business model and previous work within their industry to display how they can expect the same successful results you’ve previously achieved.

**Ask for them.** Your current clients are an excellent untapped resource. You can begin your quest to attract better clients today by asking for a customer testimonial or referral. This doesn’t have to be a time-consuming effort: a few emails to clients with whom you have good relationships is an excellent start.

Contact me today:

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## Worth Quoting ...

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## *This Month’s Quick Quiz Question*

For an answer, email me at [info@g3cpa.com](mailto:info@g3cpa.com) or call 856-727-0100.

*How long is the biggest swimming pool in the world?*