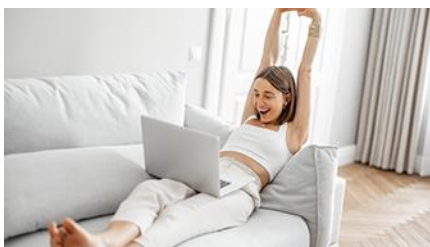


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LINKS YOU CAN USE NOW



This Month – Foundations

Got that million-dollar idea but unsure where to take it? Here are some links you can use now to help you start a business.

To start something good, you need vision. To start a good business, you need a vision statement. Here's how to write one:

<https://tinyurl.com/links8211>

Not sure where to go next?? Here are 10 tips to get start your business on a good foundation:

<https://tinyurl.com/links8212>

Next up, you're probably going to need funding, which means you need a business plan. Here's how to write one: <https://tinyurl.com/links8213>

It's not just a business you're creating, it's a whole brand. Make sure you know who you are and what you want with these branding tips:

<https://tinyurl.com/links8214>

Finally, success is really all in the marketing. While of course, we help with your newsletters, here are some other things to consider when marketing your business,

<https://tinyurl.com/links8215>

When Was the Last Time You Cleaned up Your Website?

Once you have a website, that's it, right? You can just leave it alone and it will do all the work for you, correct? Sorry, that's not quite how it works. Websites need updating regularly, whether that's new information about the company, a content-generating blog or some SEO upheaval. Below are some tips for revamping your online presence.

Check bad links

Something tedious we can all forget to do, make sure you're regularly checking that all your pages are live. Bad links can put a damper on your search score, so keep them fresh and 404 free.

Delete out-of-date posts

If your website has a blog or a newsfeed for updates to your content, make sure you go through it once a month and delete posts that have out-of-date promotions. You should also be archiving posts that don't have evergreen information, they aren't doing anything for your Google rating. Timeless query and information based posts will always help. However, anything out of date or expired t should probably go.

Keep your information fresh

Maybe you moved offices a little while ago and forgot to update your contact information. Perhaps a member of staff got a promotion and their title needs updating. It could even be that you have changed what services you offer. Keeping up to date with these small things keeps you looking professional.

Simplify

We have a tendency to overload our websites because there are more urgent tasks. But if your first point of contact with new clients is tedious, it's important to prioritize streamlining this process. You don't need 10 pages to describe your services. Keep it simple and clean, your clients will come to you for information.



GOLD GERSTEIN GROUP LLC
Certified Public Accountants and Consultants

Quotes on ... Planning

There are some people who live in a dream world, and there are some who face reality; and then there are those who turn one into the other.
Douglas H. Everett

A good plan is like a road map: it shows the final destination and usually the best way to get there.
H. Stanley Judd

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How to Recognize and Handle Red Flag Clients

Unfortunately, difficult clients are and always will be a part of business. They also can make for some of the best lessons. Whether it's learning what to look out for or seeing which of your own practices need a little bit of tweaking, it's all experience. However, we could all use a bit of advice on how to handle clients from our nightmares, so here are a few tips.

It's on you

Time to get tough with yourself. If you have a crappy client, you still have to take responsibility that they are yours. You took them on and it's time to see it through. That can be a hard pill to swallow, especially if they are making unhinged decisions. You may never make them happy but you can make them content and finish the job. Use the red flags they showed you to make a better decision in the future.

Qualify your clients

Having certain qualifications in place before you accept a new client is one way you can be sure they're ready to work with you. Try creating a list of things a potential client must show before you agree to work with them. A big budget doesn't have to be on the list, if the client is right!

Use your gut

You're not sure if they're a good fit but they're offering more than your rate? Use your gut. If you don't think you'll be able to work well with them on first meeting, take your own advice. You'll thank yourself later. Remember, money isn't everything.

A win for you is a win for them

If you don't think they're a good fit for you, there is no need to bend your business model into a different shape to fit them. Do you know another brand that would suit their needs? Or maybe a service that can help that they need an introduction to? Let them down and offer an alternative if you can. That way, you'll keep the bridge intact should you need to cross it again. Other brands will also remember this and send you customers they can't fit into their business!

Set boundaries and expectations

This is a difficult one for any type of relationship yet also the most important. Be clear on hours, rate of pay, project length and amendment procedures. If you're not clear, it means they're not clear, and you could end up doing more than you bargained for.

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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 or call 856-727-0100.

In what year was the first breakfast cereal mascot introduced?

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