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## LINKS YOU CAN USE NOW



### *This Month –Boosting Creativity*

Creativity is vital for every business, but more often than not, it is forgotten rather than fostered. Here are some useful links to help your business be a space for creativity to bloom.

Need some help coming up with your company's next big idea? This free visual template can help you and your business with your creative goal setting. <https://tinyurl.com/links01221>

We all need a little helping hand when it comes to being creative in our businesses, and these 11 online tools will help you elevate your ideas. <https://tinyurl.com/links01222>

Does your marketing strategy feel a little bit stale? Do you need a little help adding some creative ideas to your social media plans or email newsletters? This article from Susan Gilbert has four tools to inspire you. <https://tinyurl.com/link01223>

This article from *The Guardian* asks business experts what they do to cultivate the right environment to come up with their best work. <https://tinyurl.com/link01224>

## 5 Tips to Start the New Year Right with Self-Care

Happy New Year! Time to think about what goals and habits you want to incorporate into your lifestyle. Healthy eating, healthy living and finding the right work-life balance are important for all types of business owners. Here are some tips to weave into your resolutions for 2025.

### **Exercise daily:**

Start your day with an active workout. The CEO of Virgin Group, Richard Branson, swears by it. It's a good way to get yourself ready for the day both mentally and physically. Not only does it contribute to a healthy lifestyle, but it also eases stress and anxiety.

### **Take time for yourself:**

When starting a business, we are suckers for wanting to dedicate every single waking moment to it, but the only thing this guarantees is burnout. This year, make sure you set some time aside every week to focus on yourself.

### **Get some sleep:**

Late nights will have to happen occasionally, but whenever you can, give yourself a bedtime and stick to it. You'll wake up refreshed, less stressed and ready to work!

### **Stick to a routine:**

Routines are so important, but it's easy to wake up and skip breakfast, journaling or yoga. This sets the tone for your whole day! A routine helps you feel centered and in control, which helps in the office as well as at home!

### **Meditate:**

It can be hard to set aside even 10 minutes for some meditation, but a little bit of breath work goes a long way. It helps you de-stress and relaxes you after a stressful day.



**GOLD GERSTEIN GROUP LLC**  
Certified Public Accountants and Consultants

### Quotes on ... Creativity

*In honor of International Creativity Month, here are some quotes about creativity:*

*Creativity is piercing the mundane to find the marvelous.*  
Bill Moyers

*An essential aspect of creativity is not being afraid to fail.*  
Dr. Edwin Land

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## Time for a Digital Declutter? Here's a Checklist

In the spirit of New Year's resolutions, it may be time to digitally declutter your life. But what is a digital declutter, and do you need one? Well, does the thought of checking your email fill you with fear? Is your desktop full of unnamed and unrecognizable files? When someone asks you for an important document, does it take you at least 10 minutes of looking through your downloads to find it? If this sounds even a little bit like you, it's time for a clear-out.

Digital decluttering is removing unnecessary technology from your gadgets. This could be unused apps, WhatsApp groups or computer files. It may feel quite daunting to try and tackle it, but if you follow this checklist, you'll be able to break it down into bite-sized pieces for you to ctrl-alt-delete yourself into digital peace!

**Phone: Delete the apps that are no longer relevant.** It doesn't matter if you've already paid for them. If you haven't used them since June, tap delete.

**Remove old images.** It's easy to hoard old photos. Try putting them into folders for easy access or uploading them to a hard drive or a cloud drive.

**Delete old contacts.** Your dad's old, old number and the acquaintance from your job as a teenager can probably go.

**Computer: Set up a filing system.** Yes, this sounds boring, but once you've done it, you'll feel lighter! Then any new thing can go straight into it.

**Delete the unnecessary documents.** Can't file them? File them in the wastebasket!

**Delete old bookmarks.** Especially the offers that are two years out of date and the websites you've never visited. Save the bookmarks bar for the important sites.

**Social media and email: Declutter your feed.** You're allowed to unfollow the people who cause you stress. It doesn't matter if you went to school with them 10 years ago! Aren't ready to give them up? Just mute them. They won't see but you will feel lighter!

**Unsubscribe to newsletters you don't read.** Not only will this bring down your notifications, it will also help you read the newsletters you enjoy, like this one!

**Create inbox folders.** They may seem fiddly, but they become very useful when handling multiple clients or looking for that important email.

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.

*Static electricity was discovered around 600 BCE by what Greek philosopher?*