

The Newsletter For Local Business Owners Looking To Build A Better Business

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Quote Of The Month

“Never neglect an opportunity for improvement.”

Sir William Jones

“Learn How To WORK The System & Change Your Life”



Marc Lawson-Director

Welcome to the June issue of the Success Newsletter. Working with many different business owners gives me a great insight into what works and what doesn't.

Without a doubt, one of the things that's present in successful businesses is 'SYSTEMS'. I don't mean mechanical or software systems—I mean a set of procedures for every facet of running the business efficiently.

It's something we've had to do in our own business and something that we keep working on every week.

The transformation in how the business runs and performs is staggering when you grasp the concept of systems. If you think about it, everything you do in your business (no matter what you do) is in reality a set of procedures starting with step 1 and finishing with a set outcome.

But what systems do, is take those steps, put them in a logical order and ensure that what happens in each step is the best way of doing it.

Think about that for a moment...

...because you know what each step in a procedure is, you can create a 'mini-system' within each step to ensure that step is carried out at the highest level, giving you the best possible result.

Now imagine that multiplied across the dozens of steps a procedure may have, and all of a sudden you're creating a world-class business.

As simple as that sounds, it really is transformational when you see your business as one system made up of each procedure. In fact, when you take the initiative and go 'systems



Continued on page 2...

What To Do When You Have

Continued from page 1...

based' you'll get the following benefits...

1. Make more money
2. Do less work
3. Make far fewer mistakes
4. Create a world-class culture
5. Add significant value
6. Delight customers

Those are just the main benefits but there are many more.

One BIG one is that as long as you involve your staff in the process,

**“Involve Your Staff—
they know what
works best anyway!”**

they'll buy in to the whole thing and do most of the work for you. After all, **THEY ALREADY KNOW** the best ways to do things, you just haven't asked. You just need to give them a framework (a system for creating the 'system!') and let them get on with it. Once each set of procedures is complete, go through it with a fine-tooth comb with them and then that becomes the system from now on.

I'll admit you can't create a systems culture overnight, but if you commit to it now and work on it through 2019, your business will be unrecognisable (for the right reasons!) by January 2020.

The beauty of business is that no two days are the same. Your life isn't predictable and you get to constantly explore new environments and challenges every day. But the downside is that whilst one day you can leave at 3pm, the next day you're crying out for more hours in the day.

We've all been there. Working through lunch, leaving the office late, sending emails at 11pm. But these habits don't make you successful in the long run, they lower your morale and leave you desperate for another holiday again this year.

Some people say that your work isn't your life, but you spend around 40 hours a week working, so really it is. If you're stressed with tight deadlines and countless meetings, that stress is going to impact your life outside of work.

In this crazy, success-driven world we now live in, working like this has become the norm. Everyone wants to prove their success, but juggling 101 things shouldn't be the way you become successful - and it

isn't.

Instead of taking on more and more projects and worrying about how much you have to do the next day, you need to develop new habits to cope with your workload.

Here are a few of my favourite strategies to enjoy your work life...

Write Down All Of The Work That Needs Doing

Getting everything out on paper clears your head and gives you a real perspective on what you have to do.

Next to each task, write the date it needs to be completed by. This gives you a focus on whether things need to be prioritised right now, or can wait a few weeks.

If you're looking at your list thinking it has 4 things due by tomorrow, keep reading...

Use Your Resources Efficiently

You have a great team of employees who are willing to help you. Not one of them wants to see you stressed, nor you them.

Delegating some work to an employee you think would be

101 Things That Need Doing Now

perfect for a task doesn't make you a failure. Reach out to an employee and communicate what you need doing and give them clear instructions and deadlines. Don't force work on them, or they'll end up in the same situation you're trying to avoid.

If they don't have the time either, you need to evaluate the way you were approaching the task.

If this particular project is taking you 5 hours to do, let's say it's emailing your clients, then research what online resources can help you email a large mass of people. Or let's say you have a meeting with a client that'll take you 1 hour to drive to - ask if you can Skype from your office.

There are many ways you can find extra hours in your day for those emergency tasks. That does mean you have to decide what is a priority and what isn't.

Remember in school when someone would finish an exam before another student? Even though every student had the same questions, some spent less time finishing it because they'd learned

everything they needed to know. Do the same with your work. If emailing takes you hours every day because your writing isn't fluent, learn to develop your skills to make your life easier.

Do You Put Off Things Until The Last Minute?

Everyone is guilty of leaving things they don't want to do until the last minute. But leaving them until the last minute is what is making your life seem difficult.

If you find yourself doing this, cut these projects into bite-size chunks that you allocate a few hours a day to.

Accept That Not Everything Can Get Done

It's unreasonable of you to ask yourself, or employees, to take on extra work that will impact the important day-to-day work. Sometimes you just have to accept that not everything you want to be done will get done right now. It doesn't make you any less of a business owner if you hold up your hands and admit that you can't do everything.



Dumb Criminals

Armed robber Andrew Hennells was caught after he boasted on Facebook about his plans to raid a supermarket in a post which included a selfie, a picture of a knife and the words: "Doing. Tesco. Over".

Police caught him 15 minutes later with the knife and £410 in cash stolen from a Tesco in King's Lynn, Norfolk.

He was jailed for four years last April.

What To Do When You Have 101 Things That Need Doing Now...

Continued from page 3...

Communicate with everyone affected if you can't give them what you promised in time. If you guaranteed a new service to your clients that you can no longer deliver, tell them in advance and be honest. 9 times out of 10, people will understand if your reasons are legitimate and not just excuses.

This leads nicely onto the next point...

Don't Promise What You Can't Deliver

We say it time and time again, but making promises that you can't keep to employees and clients doesn't exactly make you look good. You look unprofessional and, well, lazy.

Give people a clear indication of when they can expect a 'completed' date. Be honest and plan ahead before you publicise a date.

Learn To Slow Down And Relax

Don't wait until you're losing sleep and stressing until you face that you're overworked - pace yourself every day so that you don't have to work

15 hours one day and 5 hours the next.

Learn to unwind after work and do things you enjoy with your family and friends.

If you find you can never switch off from work mode, take these points on board.

Some of us are natural workaholics. We enjoy staying busy and challenges, but there is a fine line between this and burning yourself out. Here are a few signs you're overworked:

- Your mind is racing. Whilst you're doing one thing, you're thinking about what else needs doing.

- You flip out over things you never used to. Remaining calm and collected when things don't go your way isn't easy any more.

- You complain about not having enough hours in the day.

Learn to strike the balance between working efficiently and working yourself to the bone. Building a business should be fun (that's one reason why you started), so don't let yourself get run-down.

You are in control of everything you do. So start controlling your attitude and time management.



Learn to say 'no' when you don't have the time to take on extra work. It doesn't make you a bad person, but honest and people appreciate that!

How To Ensure People Read Your Emails



Steve Hackney—Helping you to grow your business quickly

Email marketing continues to rise, and it's no surprise as it's an effective form of communication where you can reach out to thousands of people just by clicking a few buttons.

However, because we all get lots of emails every day, we become less tolerant of those we don't expect and are more likely to press the delete button than we are to read them through.

This doesn't mean you shouldn't use email marketing, but you have to revise your strategy. Here are a few ways to ensure people read your emails (and respond to your call to actions):

1. The time you send the email really does matter

The typical person checks their email first thing in the morning and last thing at night. Although the idea of email is to send a non-intrusive message to someone for them to read when they're ready, people can soon

forget to read it once they actually are available.

If someone doesn't reply to your email, try sending it again early in the morning, or late at night.

Instead of just writing content that isn't time-sensitive, angle your email around something that is happening in the world right now.

2. Make your email urgent

It's not just the time of day you send the email that matters, but whether it's urgent or not. We're all more likely to respond to the call to action if there is a close deadline. Otherwise, you'll read it and forget about it.

3. Keep the content short and to the point

Irrelevant words and long introductions will just lead people to scan through and eventually give up reading the entire thing.

If it takes more than a minute to read, it's too long, and if there are lengthy paragraphs, it'll get ignored. This goes without saying, really, but in order for your email to be read fluently, keep sentences short, include subheadings, keep paragraphs to just a few lines, and include plenty of space between each paragraph.

4. Be clear about what you're asking for

An email that has no call to action won't help your business to grow.

Having a goal from your reader is essential.

Do you want them to meet with you? Call you? Book a meeting? Be honest

Continued on page 7...



Cryptic Puzzle Of The Month

Daft Dave has been hired to paint the house numbers on a recently completed housing estate.

There are one hundred houses and therefore Dave has to paint all of the numbers from 1 to 100.

How many times will Dave have to paint the number nine?

ANSWER ON PAGE 7

How To Ensure People Read Your Emails

with yourself about your goals and it will help to angle the email. Or the reader will be left asking "What now?"

5. Get your subject lines right

You should spend more time composing a subject line than writing the email itself, because most people decide to open an email based on the content in the subject line.

The most important thing is to keep them personal and not generic. You won't stand out against the 100 other emails they'll receive that day if you don't.

How do you keep them personal?

Make sure you're sending the recipient an email they will care about and relate to. Before you hit send, ask yourself, 'Will this person want to know this?'

The same goes for the email itself. 'Dear sir/madam' or 'To whom it may concern' makes it obvious that you're mass-sending this email. Use the person's name.

Don't forget about yourself either. On the 'from' field, use your name and not your firm's name... just like you wouldn't direct the email to the recipient's company.

It's tempting to use words you think will lure people in, such as 'free', 'reminder' and 'percent off'. Spam filters work by picking out words such as these, so avoid using them in your subject lines.

Keep it to 50 characters or less - and using a question will help to urge people to open the email. Using capitals looks like you're trying too hard to get attention, so keep these to a minimum.

When it comes to sending the next email to the recipient, change the subject line so it isn't too similar to the previous one, or your emails become predictable and lack originality.

6. Make everything about your team

If people wanted to read about your firm and what services you offer, they could just visit your website.

How is what you're writing beneficial to others? People won't respond if they don't see how it will make their life easier/better.

7. Convey a clear call to action

Your email should have a clear objective. If people just read your email and that's it, you've missed a huge opportunity.

In the first paragraph include what it is you are asking for, but don't ask or expect too much.

Feel free to ask the person how they are, or questions about their firm that prompt a reply.

Even if you've done everything listed here, you should still measure how many people have opened the emails and the response rate you get. If people aren't opening your emails, you can try testing different subject lines and sending them at different times.

Conclusion

Test everything and try again! Hook your reader from the beginning to keep them until the end of the email.

Always keep in mind that you want your reader to do something with your email, and not just read it and nothing else. Whether it's to use your service, book a meeting, etc., give them a reason to.



Help For Business Associates

99% of our clients have been generated by referrals from existing clients. We much prefer dealing with clients who have been referred.

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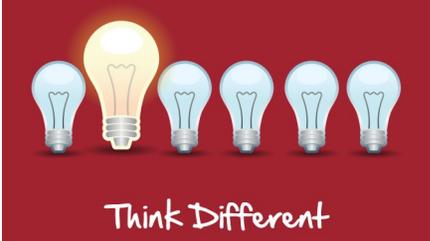
What Clients Say About businessVision

"My company has used Marc for many years and enjoy the fact he is proactive and offers advice not just on my accounts but on other aspects which has helped my business grow. I like the fact the fees are fixed and at the end of each year there are no surprises."

*Paul Northmore
Manning and Company
(South West)*

"I have used Marc and the team for many years and I have been impressed by his attention to detail and his plain speaking. As the company has expanded we have required more than just an accountant who looks at the books once a year. Marc has been an integral part of the strategy for building the company."

*Mark Gibson
Universal Fire and Security*



Brain Tracker: How Many Words Can You Find?



We are experts at helping our clients financially manage and grow their business!

"THE BEST accountants by far. I cannot recommend business-Vision enough. If you have a business you NEED business-Vision."

*Louise Clapp
SLC Garage*

"Marc Lawson at businessVision is 'breaking the mould' when it comes to traditional accountants."

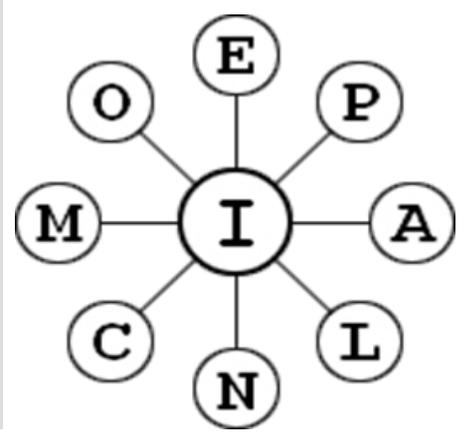
Since I became a client 5 years ago Marc has already shared ways of saving large amounts of tax as well as ways of growing my business more profitably.

I would urge any business owner to contact him immediately in order to start making the same changes that he has shown me."

*Chris Crocker
Next Generation Staffing*

Using the BrainTracker grid below, how many words can you find? Each word must contain the central I and no letter can be used twice, but the letters do not have to be connected. Proper nouns are not allowed, but, plurals are. Can you find the nine letter word?

Excellent: 28 words. Good: 22 words. Average: 19 words.



"This is just a quick note to thank you very much for all the advice over the last few years. Although I was initially sceptical about the impact that this could have, a 35% increase in sales and over 100% increase in profit speak for themselves."

*Toby Short
Rock City Stage Crew*

CRYPTIC PUZZLE
ANSWER

There are 20 nines to paint.
9, 19, 29, 39, 49, 59, 69, 79, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99.

Don't forget to count both of the nines in 99.

Bet You Didn't Know



- Over 500 meteorites hit the Earth each year.
- An egg contains every vitamin except vitamin C.
- $111,111,111 \times 111,111,111 = 12,345,678,987,654,321$.
- Gold never erodes.
- Tennis was originally played with bare hands.
- Oak trees don't produce acorns until they are 50 years old.
- It takes 40 minutes to hard-boil an ostrich egg.
- According to the old English time system, a moment is one and a half minutes.
- Each red blood cell lives an average of 4 months and travels between the lungs and other tissue 75,000 times before returning to bone marrow to die.

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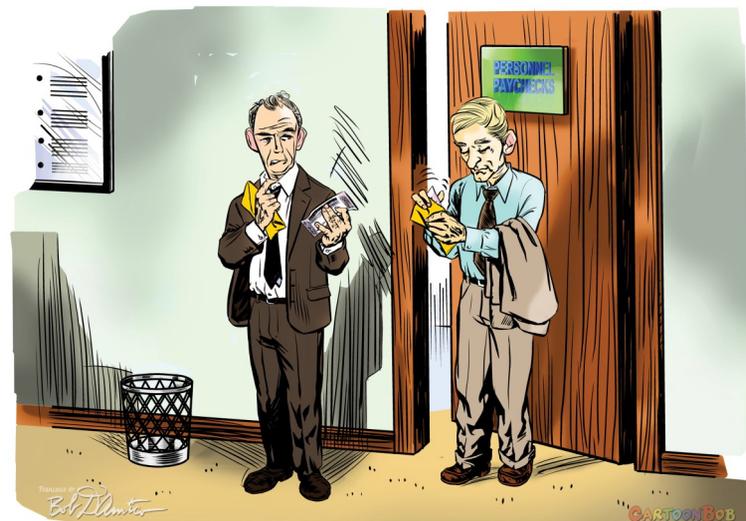
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