

Our In-Touch Action Plan® builds a framework to help clients get In-Touch with their business and us In-Touch with the needs of our clients. Every profitable venture begins with a dream, but without a plan of action and a team of trusted advisors, not every dream becomes a reality. We help our clients focus on their own area-specific expertise by guiding them through everything accounting and tax-related, while proactively communicating with them about the process and the decisions being made. We are but one aspect of the plan, however, each of us holds an important piece of the puzzle! Our mission is to help our clients understand their accounting system, lower their tax liability and have peace of mind knowing they are in compliance with the IRS!

WHAT'S YOUR WHY?
 What is your dream?
 What are your strengths?
 What areas present a challenge for you?
 What do I hope to accomplish?
 What is my purpose? Who do I wish to help?
 Why do I want to help them?
 What target market do I appeal to?
 What is my mission, vision, goals and objectives?

Are you In-Touch with your business?
 For every yes, give yourself a point!

Do you know.....

The tax structure you have according to the IRS?
 Differences with employees & contractors?
 If you should pay estimated taxes?
 How to determine profitability?
 What is income is taxable?
 What expenses are tax deductible?
 How to document mileage & your home office?
 If you should be collecting sales tax?
 How to pay a w2 employee and remit all taxes?
 How pass-through entities are taxed?

How many times did you answer YES?

8 – 10 You are In-Touch!
 5 – 7 You have some things to learn!
 1 – 4 You need help NOW!

“Tell me and I forget, teach me and I may remember, involve me and I will learn.”
 Benjamin Franklin



ONE STOP
 CONSULTING SHOP, LLC
 Accounting • QuickBooks • Tax Services

BUSINESS LIFE CYCLE

Let's Plan Today for a Successful Tomorrow!

Stop 1: MEASURE (Starting your Business)
 Organize / Incorporate * Compliance and Taxes
 Efficiency of Operations * Money Perception & Fear
 Monetize your Goals * Target Marketing & Social Media

Stop 2: MANAGE (Growth)
 Budgeting & Tax Planning * Contingency Planning
 • Strategic Planning * Insurance * Long-Term Goals

Stop 3: MOTIVATE (Stability & Succession Planning)
 Investment * Retirement * Business Valuation & Selling
 Philanthropy * Legacy Planning

What does Success mean to you?

SWOT ANALYSIS (Personal & Business Reflection)

You ARE your business and all of your decisions, both personally and professionally, will affect your business. Be aware of your individual traits so you can obtain help in areas that may negatively impact your operations. Your choices should be strategic and positive to ensure the outcome you desire.

Personal Strengths	Personal Weaknesses	Business Strengths	Business Weaknesses
Likes to Save Money	Can't Balance Checkbook	Expertise in Field	Staffing turnover
You:	You:	You:	You:
Personal Opportunities	Personal Threats	Business Opportunities	Business Threats
Coaching and Help	Family not Supportive	Networking Groups	Competition nearby
You:	You:	You:	You:

BUDGETING

Business Owners can have anxiety about budgeting and don't attempt it because of that fear. By breaking down the process into a simple formula, you internalize the concept and apply it to habits and decision making. For example, can you afford to take on a new fixed expense? Do you need to increase revenue to accommodate a wanted variable expense? You think about it!

BUSINESS	PERSONAL
Revenue (money earned from my field of expertise)	Income (Profit) (W2 and/or Draws)
(Less) Fixed Expenses (things paid every month)	(Less) Fixed Expenses (things I pay every month)
(Less) Variable Expenses (expenses that can vary)	(Less) Variable Expenses (expenses that can vary)
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Profit (This is what is taxed)	Disposable Funds (Investment, Etc.)

- Quick Tips - Record Keeping**
- Do not comingle your bank accounts
 - Keep a written mileage log or PDF from an App – date stamped
 - Do keep copies of bill payments for home office deductions
 - Write who you met with on lunch receipts (and what was spoken about)
 - Keep client gifts to \$25 (unless your company name is on it and it can be listed as “Advertising”)
 - Be aware entertainment can no longer be deducted in 2018 (New Tax Law)
 - Keep copies of tax payments
 - Keep up to date books (QuickBooks, Excel, Accountant, Etc.)