

Our In-Touch Action Plan® builds a framework to help our clients get In-Touch with the goals of their business and allows us to be In-Touch with the needs of our clients.

Every profitable venture begins with a dream, but without having a plan of action in place and a team of trusted advisors to take that plan to fruition, not every dream becomes a reality.



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*A Dream Without a Plan is just a Wish!*

*Katherine Paterson*

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By using an intuitive and holistic approach to accounting and tax planning, we help clients define their dreams, create a plan, establish a team and begin working towards creating the reality they desire. We are but one aspect of the plan, but each of us holds an important piece of the puzzle!

We help you establish an accounting system that is functional, informative and valuable.

## **Our formula for success is:**

**Simple Planning + Effective Procedures = Profitable Solutions**  
**All of which yields SUCCESS!**

Before you begin, answers these questions:

1. What is your dream?
2. What are your strengths to make that dream a reality?
3. What areas present a challenge for you? Where do you need help?

What's your why? Why do you have this dream and what do you hope to accomplish?

1. What do I hope to accomplish?
2. What is my purpose?
3. Who do I wish to help?
4. Why do I want to help them?
5. What target market am I going to appeal to?
6. What is my mission, my vision, my goals and my objectives?

# You ARE Your Business!

**What's your life cycle?**

**Start-Up?  
Growth/Expansion?**

**What are your action steps?**

**What steps are missing?**

**Target Market:**

**Who are you trying to help?**

**Where do the people you help work, play, and live?**

**What hobbies, interests, and jobs do they hold?**

**What is the best medium for you to explore? Print, Social Media or Television?**



Whether you do little to no advertising or host expensive marketing campaigns, you are your business. You represent your business in everything you do and in all aspects of your life. The choices you make should be calculated, positive, and intuitive to what you want to accomplish.

## SWOT ANALYSIS (PERSONAL AND BUSINESS REFLECTION)

By writing down our traits and characteristics, we can understand areas that may need some change, and opportunities that we may not have realized were there all along!

Personal Strengths	Personal Weaknesses	Business Strengths	Business Weaknesses
Example: Good at saving money	Example: Can't balance checkbook	Example: Expertise in your field	Example: Staffing issues/turnover
Your Strengths	Your Weaknesses	Your Strengths	Your Weaknesses
Personal Opportunities	Personal Threats	Business Opportunities	Business Threats
Example: Coaching and Help	Example: Family is not supportive	Example: Networking Groups	Example: Competition
Your Opportunities	Your Threats	Your Opportunities	Your Threats

# How In-Touch are You?

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

**Place circle those items you would like to discuss.**

1. Do you know what kind of entity you have and how your business is taxed according to the IRS?
2. Do you know the difference between employees and independent contractors?
3. Do you know if you are supposed to pay estimated taxes?
4. Do you understand how you (or your accountant) determine the profit on your books? Is it correct?
5. Do you know how to figure out taxable income?
6. Do you know what expenses for your business are tax deductible?
7. Do you know how to properly document mileage and your home office deduction?
8. Do you know if you should be collecting sales tax?
9. Do you know how to pay a w2 employee and remit all appropriate payroll taxes and reports?
10. Do you know how personal deductions and credits affect your bottom line (for pass-through entities)?

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!**

**So Let's Get In-Touch with each other!**

**Place circle those items you would like to discuss and need more information about!**

**My business IS NOT active and I need information about:**

- LLC or Corporation (or S-Corp) / EIN Number
- DBA (Doing Business As)
- Occupational License (County and City)
- Sales Tax Registration
- Banking and Credit Card Usage
- How to stop comingling personal & business funds
- Debt and/or Tax problems

*"Tell me and I forget,  
teach me and I may remember,  
involve me and I will learn."*

*Benjamin Franklin*

**My business is operational and I need help with:**

- Accounting system for income, expenses and tax deductions
- Sales Tax registration
- Corporate minutes, meeting agenda and resolutions (C and S-Corps)
- Annual State Report Filing/Fee (by May 1<sup>st</sup>)
- Tax returns: C/S Corps (March 15); Individuals & Partnerships (April 15); Non-Profit (May 15)
- Estimated Tax Payments and reducing my annual tax bill

**I have employees and have questions about:**

- State New Hire Reporting; RT 6 Registration; Federal form 940/form 941
- I am a Church, Not-For-Profit or Other Non Profit Agency (these have special rules → inquire!)
- I am an S-Corp (Officers must be on payroll) and am not sure what this means!

# Your Financial Journey

## GPS CHECK POINTS, AKA BUDGETING

Much about how we act relies upon what we know, what we've internalized as our own "truth" and our perceptions. This is true for our beliefs about money as well.

This exercise is meant to define your Financial Perception VS. Reality! Without referencing bills, online activity or receipts, complete the charts below in under 5 minutes. Then, when you have some time, sit down and go through your own monthly accounting, both for your business and your personal finances. Then see how far "off" your perception (what was in the forefront of your everyday thinking) was from the reality of your bank account.



Once we become aware of something, it is far easier to make positive change. If we ignore the situation, it will not go away... it will simply get worse. So taking this first step to become aware of your financial reality is a critical part of budgeting and making money! When creating your budget flow from Business to Personal, if you see a gap, you know where you need to begin planning for some change.

<i>Business – Fixed Expenses</i>		<i>Personal – Fixed Costs</i>	
<i>Rent/Mortgage</i>		<i>Rent/Mortgage</i>	
<i>Insurance</i>		<i>Insurance</i>	
<i>Utilities</i>		<i>Utilities</i>	
<i>Telephone/Internet</i>		<i>Telephone/Internet</i>	
<i>Software/Apps/Website</i>		<i>Vehicle Expenses</i>	
<i>Advertising/Marketing</i>		<i>Food/Groceries</i>	
<i>Payroll</i>		<i>Medical</i>	
<i>Office Supplies</i>		<i>Home Services</i>	
<i>Contracted Services</i>		<i>Other</i>	
<i>Professional Fees</i>		<i>Other</i>	
<i>Other</i>		<i>Other</i>	
<i>Other</i>		<i>Other</i>	
<i>Other or Variable Exp.</i>		<i>Other or Variable Exp.</i>	
<i>Sub-Total of Expenses</i>		<i>Sub-Total of Expenses</i>	
<i>Monthly Income</i>		<i>Monthly Income</i>	
<i>Net Profit/Loss</i>		<i>Disposable Income</i>	
<i>Amount available for Owner Pay/Draws</i>		<i>Areas to be changed/reduced?</i>	

# Your Business - Your Taxes

You don't know...

What you don't know!

**Your Business**

Sole Proprietor	<input type="checkbox"/>
Partnership	<input type="checkbox"/>
Corporation	<input type="checkbox"/>
S-Corporation	<input type="checkbox"/>
LLC	<input type="checkbox"/>
I have no idea!	<input type="checkbox"/>

**How can you plan your business if you don't know how you are taxed? The rules are varied and frequently change!**

**Don't try to do it yourself and make costly mistakes. Do what you do best and outsource the rest to a Trusted Advisor!**

**Keep all records, documents and receipts!**

**If you have doubt, ask the question!**

Business Structure	Benefits	Pitfalls
<b>Sole Proprietor</b> (Schedule C on 1040)	It's simple – just start operating!	No protection against liability!
<b>Tips:</b> Keep a separate business bank account. Document your mileage. Include income and expenses on your individual tax return as a Schedule C (even if you only had expenses and no income). You cannot be on payroll as a SP but you can hire employees!		
<b>Partnership</b> (Form 1065)	Share the workload and start-up cost!	Requires a partnership agreement – businesses can break up too!
<b>Tips:</b> Plan for the worst. Have a partnership agreement; document percentage of ownership. Define operating rules. Form an LLC so there is protection. You cannot be on payroll but should have “guaranteed payments”. Partnership rules are tricky and different from other entities. The tax return produces a K1 for partners to use on their own individual form 1040.		
<b>Corporation</b> (Form 1120)	An entirely separate entity! Lots of deductions!	Double Taxation
<b>Tips:</b> Seek out an advisor to ensure all tax and administrative requirements are met. Officers must be on payroll. Dividends must be dispersed according to the percentage of ownership. This is an entirely separate tax return from the owner and produces a 1099 DIV to be included on F1040.		
<b>S-Corporation</b> (Form 1120S)	Benefits of a corporation but tax liability passes through to your personal return – less taxes!	Increased documentation and requirements; higher administrative fees
<b>Tips:</b> Officers must be on payroll. Distributions must match the percentage of ownership. The K1 that is produced from the S-Corp Tax return (F1120S) is then used as part of your individual tax return (F1040).		
<b>LLC</b> (Varies based on tax structure)	Liability Protection! Be Aware: LLCs can be taxed as a Sole Proprietor, Partnership, Corporation or S-Corp so understand your tax structure so you can be in compliance.	Most individuals creating an LLC have no idea how they are taxed or how to make the appropriate tax election.

## Getting Started! Let's Make a Plan!



### STOP 1 - STARTING YOUR BUSINESS: MAKE MONEY AND MEASURE

<input type="checkbox"/>	Define what success means in terms of goals, money and identity.	
<input type="checkbox"/>	Business entity selection. IRS Employer Identification Number (EIN). Register with the State. Sales Tax Registration (if required).	
<input type="checkbox"/>	Obtain county and city-specific business licenses.	
<input type="checkbox"/>	If needed: Corporate resolutions/minutes/agendas/procedures/agreements	
<input type="checkbox"/>	Existing challenges: co-mingling, debt, tax problems, cash flow, analysis	
<input type="checkbox"/>	Define Financial Perception and Create a new Reality (Money Mission Program)	
<input type="checkbox"/>	Goals (personal and business). Monetize and implement timeline.	
<input type="checkbox"/>	Operations: accounting, tax, payroll, internal controls, immediate risk assessment	
<input type="checkbox"/>	Cash: Business Bank/Credit Card accounts. Investing. Financing. Cash Flow.	
<input type="checkbox"/>	Marketing: Website / Social Media / Branding	
<input type="checkbox"/>	Marketing: SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	
<input type="checkbox"/>	Prioritize immediate needs for compliance, protection and operational efficiency.	

### STOP 2: GROWTH: KEEP AND GROW MONEY BY MANAGING

<input type="checkbox"/>	Review process flow and procedures for areas of inefficiency	
<input type="checkbox"/>	Review or develop a Money GPS System (AKA, Budget)	
<input type="checkbox"/>	Tax Planning opportunities and Estimated Tax Payments	
<input type="checkbox"/>	Risk Analysis → Evaluate needs and determine types of insurance coverage	
<input type="checkbox"/>	Sales → Service/Product Income against COGS/Advertising (Gross Profit %)	
<input type="checkbox"/>	Strategic Plan (Review/Update SWOT Analysis if needed)	
<input type="checkbox"/>	Evaluate Outsourcing, Advertising and Overhead Expenditures	

### STOP 3: STABILITY AND SUCCESSION: CREATING YOUR FUTURE

<input type="checkbox"/>	Succession and Continuity Planning	
<input type="checkbox"/>	Investment	
<input type="checkbox"/>	Philanthropy and Legacy Planning	

### NOTES: