



# SELF EMPLOYMENT NEWS

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Spring /Summer 2000

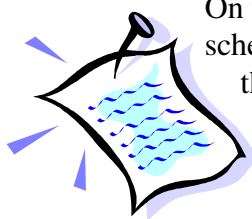


Well Spring has finally arrived! A time for new beginnings and growth. May all that you set out to accomplish blossom like the flowers and trees.

Also, this is a perfect opportunity to clear our heads and think of new and exciting things to enable ourselves to grow. With that comes the invitation of any comments or suggestions you may have.

Anything that you think may be beneficial or of any interest is happily accepted. Just supply us with a copy, and we will include it in our newsletters. This can be done by mailing it to us at P.O. Box 4, Welland, ON, L3B 5N9, or by faxing us at (905) 734 -4299.

There appears to be some confusion over the E.I. clawback that may apply to some individuals on the program. Under E.I. regulations, if a person's income exceed \$39,000 during the calendar year, they may have to pay back some or all of their E.I. benefits. If you expect your income to be near this amount in the coming year, there are a number of options available to you to manage this situation. Call us for more details.



On this friendly note, I would like to remind you all about your monthly reporting schedules. Please try and have them in by the 10<sup>th</sup> of the month. You can either drop them off to me, fax them to (905)734 - 4299, or call them in to 734 - 1483.

Feel free to call me anytime, whether it is for information or to set up an appointment with either Donna or Paul. I look forward to hearing from you! In the meantime, check out the fun events that are happening this Spring/Summer, located at the back. I hope to see you soon!



## For Your Information/Reading Pleasure:

Listed below is a variety of reading material, and helpful tips for many of the decisions you will/or wish to make while running your business. Happy reading, and enjoy!

### 1. Time Management

It is about balance, managing time and looking at life through a variety of perspectives. Well managed time provides us with strength, enthusiasm, and incentives to succeed.

Quote: *“Modern man thinks he loses something - time - when he does not do things quickly- yet he does not know what to do with that time when he gains it”.*

### 2. Tips for Writing A Business Proposal

- clarity
- strive to communicate, not to impress
- error free
- print and bind
- layout
- visual elements
- title page
- be politically correct (avoiding offensive language towards any group of people)
- write for global audiences (terminology that is understood by many people)
- jargon free (if you must use it, explain it)
- technology (if used, explain what your terminology in terms of what it will do)

### 3. Does Your Business Need A Slogan???????

The reason for having a slogan would be to set your company apart from all others and make a mark on a consumers mind.

The slogan should be solely to YOUR company, the idea therefore being to persuade customers to choose you over the others.

Your slogan should be able to stand alone, independently of any extra explanatory text that would sum up your business message.

Do not waste your time and money to have a phrase that will equal one of your rivals’.

Keep it short, therefore easy to remember.

Work your product/company name into the slogan.

Have both some rhythm and rhyme.

Humor helps as well. Humorous or not, always choose your words carefully. Less formal speech flows

off the tongue easier and is more memorable.

#### **4. The Internet and Small Businesses**

International Data Corp. states that companies that use the Internet tend to experience higher in both revenues and greater revenue growth.

61% of the country's small/medium sized business sector is connected to the Internet, and by this year, 3/4 of Canada's smaller firms are expected to be linked to the Internet.

The Internet expands geographical sales coverage, resulting in building awareness and to sell to customers worldwide.

When used to it's full advantage, the Internet is the place to go....to grow.

#### **5. Six Financial Needs Of All Business Owners**

- A. Liquidity- Personal cash management is the key to all who are self-employed.
- B. Advice-
- C. Retirement Plans
- D. Paperwork Relief- A quick format that allows you to get on with the tasks on hand.
- E. Corporate Cash Management- A strategy in place to handle any excess cash in a profitable fashion.
- F. Succession Planning- Did you know that 25% of all businesses do NOT have a thorough succession plan in place in the event that a partner or principal dies, and 50% of those that do are outdated? In respect to Succession Planning, I would like to inform you that we have a video on the topic.

#### **6. E-mail Addresses For Any Of the 5 Above Topics For Your Information/Reading Pleasure**

- 1. [Www.connectuscanada.com](http://www.connectuscanada.com)
- 2. [Http://www.nightcats.com](http://www.nightcats.com)
- 3. [mcavoy@mcavoy.com](mailto:mcavoy@mcavoy.com)
- 4. [Www.yellow.ca](http://www.yellow.ca)  
[Www.cisco.com/ca](http://www.cisco.com/ca)  
[Asage@cisco.com](mailto:Asage@cisco.com). (Comments)
- 5. [Bob\\_carter@ca.ml.com](mailto:Bob_carter@ca.ml.com)