

LINDSEY & WALDO

CERTIFIED PUBLIC ACCOUNTANTS

"You see the numbers, we look for the opportunities."



SPECIAL POINTS OF INTEREST:

- Referrals
- Quotes
- A funny, and much more

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Taxing Times

Dedicated to helping our clients keep the money that belongs to them through a focus on tax.

VOLUME 7, ISSUE 9

SEPTEMBER 2015

Republican Marketing Lessons

A priest, minister, and a rabbi walk into a bar. The bartender looks at them and says, "Okay, what's the joke?"

Don't like that one? How about... ? Three governors, two former governors, three senators, a brain surgeon, and a reality TV star walk onto a debate stage in Cleveland. America looks at them and says, "You've got to be kidding."

That's right folks, it's presidential campaign season! The first Republican presidential debate took place last month. 10 candidates took the stage to make their case in Cleveland. Each candidate got an average of nine minutes to speak, which makes it more like speed dating than the Lincoln-Douglas debates. But, there were some fireworks.

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What You Accept, You Get with Dan S. Kennedy

Here's a secret I've discovered about millionaire and multimillionaire entrepreneurs: they want what they do in their companies to be right. Not 80% right. Not 90% right. Right, period. They are, therefore, very much disliked by a lot of people. And if they are "big" enough, by the media - Jobs. Bezos. Trump. - many ex-employees say working for them was hell. But, maybe it was being incompetent as their employee that was hell.

Winning isn't just a statistic on a spreadsheet or a bank account balance. It is the customer, Mrs. Matilda Smith, in Rockford, Illinois, getting what she asked for on her pizza or the right product in the delivered package or a human answering her call in fewer than four rings. Customer appreciation is not a once a year sale or an automated thank you email. It is an authentic attitude, top-down, permeated throughout an organization, actually occurring -- and measured, policed and enforced -- every day. I don't care how big your company, if you don't actually care about the people, the individuals, giving you money, they will drift off in search of a place where they feel valued and appreciated.



Another secret about rich entrepreneurs: they don't just seek success. They HATE failure. They often react to it violently. Martha Stewart was known to drop into a K-Mart store, find her branded goods sloppily stocked and throw the entire inventory from shelves onto the floor. Eisner instantly fired a group of Disney park employees caught not smiling. Walt had a fit over one's lousy delivery of the Jungle Cruise script. I saw Trump tear and empty towel dispenser from a restroom wall in a Trump hotel and throw it 20 yards down a hall.

These people are said to terrorize their employees, their associates, their vendors. But how calmly should you accept failure? Should you "stay calm and carry on"? Only if you want more of the failure you calmly accept. If your blood doesn't boil and offenders don't see fire shoot from your eyeballs, your lesser response will be taken as permission. If there is failure and new training, new controls, new supervision is not installed as remedy, the "let's try and do better" will be taken as permission.

There are places where incompetence as failure has dire and instant consequences. The jailer who forgets to lock the inmate's cell or misses the razor blade in the body search may wind up quickly dead. It's a fine object lesson for other jailers. The cruise ship captain was busy texting and gets into too-shallow water and capsizes and sinks the

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Republican Marketing Lessons—*continued from page 1*

According to some, there's really not a whole lot of difference between the candidates. After all, they all claim to be conservatives, pro-life, and against same-sex marriage to varying degrees. All favor lower taxes, less government regulation, and a more robust national defense. They all hate Obamacare are with the white-hot heat of 1,000 suns. And they're all marketing themselves to the same Republican Party voters.

Does that sound familiar? When you go out to market your business, do your prospects see you as just another suit on a stage? What lessons can you draw from the Republican debaters to distinguish yourself?

Most of the candidates are positioning themselves as champion of some sort of experience or ideology-logical appeals that they hope will lift them above their competitors. Trump, however, doesn't appeal to the voters' logic. His "policy proposals" are vague generalities: build a wall along the Mexican border and get Mexico to pay for it (sure!); repeal Obamacare and replace it with something "terrific" (like what?); turn the White House into the gold and marble house (ugh).

What Trump appeals to is his supporters' emotions. Trump isn't a politician, so he's not viewed as part of the problem that voters see in Washington. His fans love his blunt willingness to speak his mind, even when it offends vast segments of voters, and even when it makes no sense. It doesn't even matter that the specific emotion Trump appeals to is a negative one (they're disgusted with the party establishment). Emotion still trumps reason.

So why is Trump dominating the polls and dominating the headlines? Because he appeals to the voters' hearts and not their heads.

So what's the lesson?

Be yourself! Let prospects and clients see who you are. Remember, they want to do business with people they know, like, and trust. Give them reasons to know you, like you, and trust you. *

We Believe In Referrals

We really believe in the process of referrals, so part of the service we provide is to be sure to refer our clients and associates to other qualified businesspeople in the community.

Below, you'll find a list of areas in which we know very credible, ethical, and outstanding professionals. If you're looking for a professional in a specific area we've listed, please feel free to contact us. We will be glad to put you in touch with the people we know who provide these services.

- Marketing Coach
- Web Developer
- Auto Paint and Body
- Carpet Cleaner
- Realtor
- Veterinarian
- Pest Control
- Printer
- Mortgage Broker
- Signs
- Identity Theft Protection
- Personal Trainer
- Auto/Home/Life Insurance
- Land Surveyor
- Banker
- Caterer
- Cultured Marble



MORE INDICTMENTS ON THE FRAUD BLOTTER

Birmingham, Alabama tax preparer Eunice Plummer has been charged with three counts of tax evasion and eight counts of aiding in the preparation of fraudulent returns. A plea agreement filed by the government reveals she agreed to plead guilty to the charges and to pay restitution for unpaid taxes on her 2011 and 2012 income in the amount of \$104,098 and \$67,206 for aiding in the preparation of false returns.

Plummer, owner of M&P Tax Services, allegedly failed to report all of the taxable income earned from her business. She tried to evade taxes by depositing business income into an account in a relative's name, attempting to dodge \$104,098 in taxes owed to the IRS.

According to the plea agreement, she prepared false tax returns for clients by adding bogus deductions and expenses. *

What's Up With That?

Facebook has been redesigned and it now contains a real-time news ticker. Every update says, 'Breaking news: You're screwing around at work.'

~ Conan O'Brien



When Facebook stock went on the market, it was priced at \$38 a share. Now, a share is worth \$18.99. Market analysts have said we're not posting enough pictures of our cats on Facebook.

~ Jimmy Kimmel

A new report found that Facebook has created more than 450,000 jobs. Unfortunately, photos posted on Facebook have ended 550,000 jobs.

~ Jimmy Fallon

Facebook founder Mark Zuckerberg has been named "Time" magazine's Person of the Year. They said he has single-handedly changed the way we waste time at work.

~ Jay Leno



Like Comment

"Never give up on a dream just because of the time it will take to accomplish it. The time will pass anyway."

- Earl Nightingale

"Always bear in mind that your own resolution to succeed is more important than any other one thing."

- Abraham Lincoln

New Filing Deadlines in 2017

For some reason, Congress just loves to cram things into highway spending bills.



That's exactly what happened with this update. *H.R. 3236*, popularly known as "The Surface Transportation and Veterans Health Care Choice Improvement Act of 2015" (yes, that's how these things are named) brought some tax-law-related changes.

Regular individual tax returns are still due on April 15th – and a six month extension period is still available. But ...

* Partnership tax returns are due March 15, NOT April 15 as in the past. If your partnership isn't on a calendar year, the return is due on the 15th day of the third month following the close of your tax year.

* C corporation tax returns are due April 15, NOT March 15. For non-calendar years, it is due on the 15th day of the fourth month following the close of the tax year.

* S corporation tax returns remain unchanged--they are still due March 15, or the third month following the close of the taxable year.

The changes came about because, under the current due dates, information needed from a flow-through business, such as a partnership, is not available before the taxpayer's income tax return is due; thus resulting in insufficient time for taxpayers and practitioners to prepare returns in a timely fashion. *

What You Accept, You Get continued from page 1

whole thing, and injures and drowns passengers, goes to prison. As it should be.

Creating dire and instant consequences for incompetence and failure is a good thing in any and every business. I've told of Chuck Sekeres' "three strikes and you're out" for his in-bound telemarketers: three calls in a row without a set appointment, you're out. Next batter up. No quarterly performance evaluations. Don't even wait to be told. After three, get up and slink out. Minute by minute. Drop three passes in a game, butt on bench. If possible, traded. Fail at managing the VA, the IRS and Benghazi, shouldn't three strikes be enough? They tried to impeach Clinton over one intern. I used the word RUTHLESS in my book title "No BS Management of People and Profits" because, damn it, we desperately need a lot more ruthlessness in a lot more places. In homes, in neighborhoods, in small businesses, in big companies, and government. You can start with you.

Dan S Kennedy is a serial, multi-millionaire entrepreneur; highly paid and sought after marketing and business strategist; advisor to countless first-generation, from scratch multi-millionaire and seven-figure income entrepreneurs and professionals; and, in his personal practice, one of the very highest paid direct response copywriters in America. As a speaker he has shared the stage with Donald Trump, Gene Simmons (KISS), former U.S. presidents, Zig Ziglar, Brian Tracy, Tom Hopkins, and others. He has authored a multitude of books and his "NO BS MARKETING LETTER" -one of the business newsletters published for members of GKIC- is the largest paid subscription newsletter in its genre in the world.*

Who Do You Know That Wants to Keep More of the Money They Earn?

You know, there are a lot of tax guys out there, and most do a good job of putting the "right" number in the "right" box on the "right" form and getting it filed by the "right" deadline. But then they just call it a day and the problem is: there is a lot more to it than that.

Focusing on the forms is like driving a car using just the rearview mirror. If your friends that own small businesses really want to keep their money instead of giving it to Uncle Sam they can't settle for someone who just records history.

They need someone to help them write it and that would be a good referral for us.

That's why, at Lindsey & Waldo, we always say, "*You see the numbers, we look for the opportunities.*"

A little girl asked her mother, "Can I go outside and play with the boys?"

Her mother replied, "No, you can't play with the boys, they're too rough."

The little girl thought about it for a few moments and asked, "If I can find a smooth one, can I play with him?"



**This month's special Member-Only call-in times for Lindsey's Insider's Circle will be 9/21/15 from 2:00 to 4:00 pm. To schedule your appointment, contact Kristen at (251) 633-4070.
Not a member yet?
Find out how to become one today!**



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Hurdles to Deducting Job-Hunting Expenses

If you are one of the many unemployed Americans looking for work, you may be able to write off some of those expenses to find a job. There are a few hurdles, but you wouldn't expect anything less from the IRS, would you?

- You must be looking for work in the same field in which you were previously employed or self-employed.
- This cannot be your first job.
- You cannot have a large time gap between when you were laid off and when you start looking again. For example, you got fired and decided to take a few years off to be with your kids.
- You must itemize deductions on your tax return and the expenses must be more than 2% of your adjusted gross income.

Now that you have jumped those hurdles, what kinds of things can you write off?

Deductible expenses include transportation costs incurred as part of the job search, including: mileage for driving, tolls, and parking fees. Also included are employment agency fees, costs of printing resumes, postage, and food and lodging if your search takes you away from home overnight. You can still deduct these items even if you haven't found a job by year end! It is important to maintain good records of your expenses and be able to document the mileage. But if you have to be out looking for a new job, at least you can get a tax break. *

10 Things the Rich Do Everyday

- ✓ 6% of wealthy say what's on their mind versus 69% for poor.
- ✓ 79% of wealthy network five hours or more each month versus 16% for poor.
- ✓ 67% of wealthy watch one hour or less of TV every day versus 23% for poor.
- ✓ 6% of wealthy watch reality TV versus 78% for poor.
- ✓ 44% of wealthy wake up three hours before work starts versus 3% for poor.
- ✓ 74% of wealthy teach good daily success habits to their children versus 1% for poor.
- ✓ 84% of wealthy believe good habits create opportunity luck versus 4% for poor.
- ✓ 76% of wealthy believe bad habits create detrimental luck versus 9% for poor.
- ✓ 86% of wealthy believe in lifelong, educational self-improvement versus 5% for poor.
- ✓ 86% of wealthy love to read versus 26% for poor.

Is there a formula? Source: <http://www.wealthinfluence.com/formula>.

If and only to the extent that this publication contains contributions from tax professionals who are subject to the rules of professional conduct set forth in Circular 230, as promulgated by the United States Department of the Treasury, the publisher, on behalf, of those contributors, hereby states that any U.S. federal tax advice that is contained in such contributions was not intended or written to be used by any taxpayer for the purpose of avoiding penalties that may be imposed on the taxpayer by the Internal Revenue Service, and it cannot be used by any taxpayer for such purposes.