

ZEVAC & LINDSEY

CERTIFIED PUBLIC ACCOUNTANTS

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



SPECIAL POINTS OF INTEREST:

- How you handle money is the key to prosperity
- Business strategies must change in order to excel
- Social networking sites being used to collect back taxes

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Taxing Times

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

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According to Dave —

An Important Lesson From Pro Football Players



People who make a lot of money must have it made, right? While many people struggle with car payments and credit card bills, the high-income earners are living life on easy street, right?

Don't be so sure.

A new statistic from *Sports Illustrated* reports that eight out of ten players in the National Football League are bankrupt or face severe money problems within two years of leaving the league. These are players who make a minimum of \$400,000 a year, and yet have nothing soon after walking away.

I still can't parse how you could make millions and not just save a million and not touch it. You could still live like an idiot, and then when it all went south, you'd have your last million to fall back on, as long as you didn't go into debt.— Gary622, [Dave Ramsey's] My Total Money Makeover forum member

Why is it that so many of these athletes struggle with money? It's the same reason that many other Americans struggle—they **don't know how to live within their means.**

No matter how much money you make, you can't out-earn stupidity. Making \$400,000 a year doesn't mean much if you spend \$500,000. It's the same deal on a smaller scale for the average American. If you make \$40,000 and spend \$50,000, you are in debt, plain and simple. If you don't exercise discipline, you will go broke regardless of how much money you make. Earning a lot of money is not the key to prospering. **How**

Give a kid a million-dollar salary, and he'll spend it all. Once you get used to a certain level of lifestyle, it's insanely hard to settle for less. When his career ends in just a couple of years, he now has an income of \$45,000 but is used to a high lifestyle. Something has to give here folks. —nossmf, [Dave Ramsey's] My Total Money Makeover forum member

you handle it is.

Bottom line: It's all about your behavior. The good news is that you don't have to make \$400,000 to prosper. The bad news is that, unless you hold yourself accountable and tell your money what to do, not even \$400,000 can save you.

Reprinted from Dave Ramsey's *Personal Finance Newsletter*, October, 2009. **Dave Ramsey** is a personal money management expert, national radio show talk host, television host, and New York Times bestselling author. He's helped millions of people get out of debt and build wealth. He is today's voice of financial wisdom and he exclusively recommends me to help you! *To learn more about Dave Ramsey visit him online at daveramsey.com* 🌟



E-file is Safe, Easy and Worry Free

Electronic filing, also known as e-filing is a process of sending prepared tax information and returns electronically to the IRS. By utilizing the e-file process you don't have to send a single scrap of paper to the Internal Revenue Service.



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Some people might have concerns about e-filing, but in reality it is a much safer and faster process than one might think. There are several benefits to e-filing your return, including: **Continued on page 3**

9 Strategies to Help You Become Bullet Proof in This New Economy

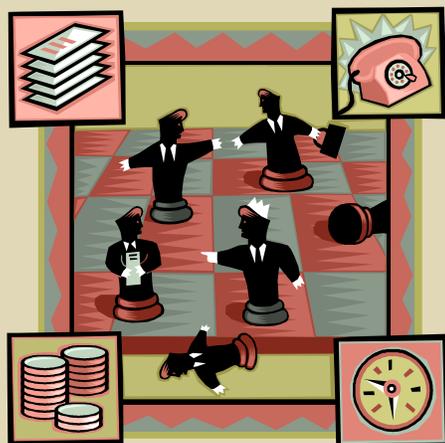
Recent headlines have revealed that many of those in authority in Washington believe that the recovery will be sluggish and we may not experience a significant decline in unemployment for many months to come. I recently read the two following quotes:

"(Human flight in a machine) might be evolved by the combined and continuous efforts of mathematicians in from one million to ten million years."

-From an article in *The New York Times*, October 9, 1903

"We started assembly today."

-From the diary of Orville Wright, October 9, 1903



Those time honored strategies must now be combined with new, more creative and agile thinking.

There are always pessimists around who think they are being realists but pontificate on things about which they have no real knowledge. But they always seem to have the loudest voice.

I've been listening to an audio program by Dan Kennedy called Magnetic Marketing. One of the stories Dan tells to illustrate a point is that when he was a kid, Dan's father wore cufflinks with the letters YCDBWSOYA on them. Now I don't profess to know whether the story is fictional or not. That is a lot of letters for cufflinks. But in the story the letters stood for You Can't Do Business While Sitting On Your Ass. The point is certainly valid.

You can't continue to do business the same way you did in 2007. Things are different. The economy is different. It isn't going back to the way it was either. It's not that all of the time tested skills and strategies of the past are gone, but that we can no longer afford to sit around and wait for our customer or client to come to us. Business is not easy the way it was just a couple of years ago. Those time honored strategies must now be combined with new, more creative and agile thinking. We must be more in tune with our customers.

If you don't have all the business you want coming through your door, what are you doing about it?

Below are 9 strategies and ideas Steve Clark shared with me that you can use to help increase your market share and take advantage of opportunities that others will ignore.

1. As your competitors sulk and complain about how bad the economy is and cut back on their business acquisition activities there will be less competition in the marketplace. Those who are out in the marketplace aggressively seeking new business will find themselves having to deal with fewer and fewer competitors. This thinning of the marketplace will become an advantage for those who are out there looking for new business.
2. Some of your competitors have gone out of business and more will likely follow, making it easier for you to acquire their customers and clients.
3. Many companies have cut back and will cut back more on their advertising, marketing and sales efforts in order to save money. You must resist the urge to do so and instead increase your marketing and sales efforts by ramping up and increasing your level of activity and calls.
4. Consider new marketing and advertising initiatives. This increase in marketing and advertising will help you penetrate new markets and increase market share.
5. Increase your frequency of contacts with existing customers and clients by doubling and tripling the frequency of contact. Remember, your best customer is someone else's best prospect. And in this economic climate it is imperative that sellers do everything they can to cement and maintain relationships with existing customers. Above all, resist the temptation to take your existing customers for granted.
6. Increasing your existing level of contact with existing customers will reassure them and provide them with confidence that you're still there. Your customers want to know that you're still there and doing well. It is reassuring to them to know that you will still be around when they need you.
7. Consider repackaging and bundling products and services that you now offer. Prospects and customers are becoming more choosy and are looking for greater value and good deals.
8. Consider adding new products and services to existing offerings that you have. Be bold. Be innovative and use this time to become a market leader.
9. Improve your personal sales skills and marketing skills by investing in training, coaching, and mentoring programs that will give you a competitive edge. During a slow down one of the first things people do is cut back on training and education. This is a huge mistake. Take advantage of your competitor's poor business strategy by increasing your sales training and skill enhancement. ☼

Entrepreneur and Executive Sales Coach, Steve Clark, publishes the highly acclaimed "Tips for Profitable Persuasion" weekly e-zine. If you're ready to explode your sales and skyrocket your income while working less get your FREE copy at <http://www.kickstartcart.com/app/?af=1088968>.

BUSTER'S CORNER

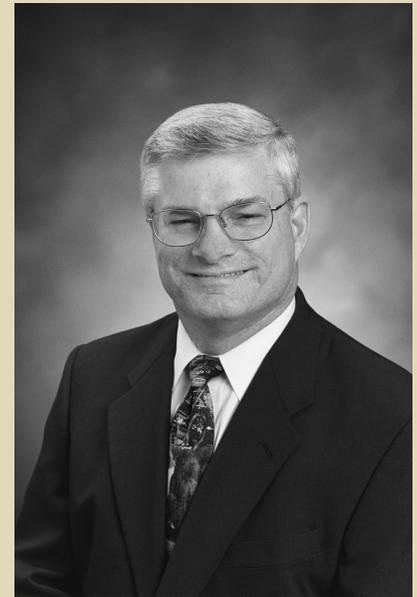
Hey, it's me Buster and I'm barking mad! I know Richard introduced me to you last month, but this month I convinced him to let me do my own talking. Now let's face it, Richard is a pretty smart guy, but until he starts crawling around on all fours and doing his business in the yard, he doesn't have a clue about what it's like being me! So, I put my paw down and said I needed to talk straight to you.

I want to tell you about a tax law that really gets under my fur. There's no deduction for all the money spent to take care of dogs! You take care of your dog like a child, right? You feed them, take them to the vet, buy them toys and love them; just like your kids! There's a reason we're called man's best friend, right? There's a deduction for kids, why not dogs?

Now Richard has told me that there are no deductions for dogs, but there are plenty of other deductions the folks at Zevac & Lindsey find for people every day. They work hard to make sure dog lovers pay the lowest tax legally possible. No apologies to cat lovers—I just think you ought to pay for those things.

Look, I know this isn't real long, but have you ever tried typing with your nose? Until next time,

Your Canine Friend,
Buster



Richard A. Lindsey, CPA

E-file is Safe, Easy and Worry Free

continued from page 1

- ◆ **Faster refunds.** With e-file, you get your refund in half the time it takes to file a paper return and receive a refund check. With direct deposit, e-filers can have their refund in as few as 10 days.
- ◆ **Save Money.** When you e-file there's no postage to mail the return.
- ◆ **Save time.** With e-file you will not need to stand in line at the post office in order to have the correct postage.
- ◆ **More secure.** An e-filed return cannot get lost in the mail or stolen out of the mailbox. Remember, your tax returns contain a lot of personal information identity thieves would love to get their hands on. All electronic transmissions to the IRS are encrypted and safe from hackers.
- ◆ **More accurate.** You never have to worry about your return being keyed into the IRS system wrong.
- ◆ **It's the way to go green!** E-filing is more ecologically friendly—less paper is used to record and transmit your important information and less ends up in our landfills.

With e-file you can even file now, pay later. There's no need to wait for the last minute rush. You can file early and pay later by sending in a paper check or scheduling an electronic funds withdrawal any time through April 15. You can also choose to pay by credit or debit card when you e-file. By enrolling in the Electronic Federal Tax Payments System (EFTPS) you can make all your federal tax payments online or by phone. E-filing is the safe, fast, and stress free way to file your tax returns. ❁

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.

- | | |
|-------------------------|--------------------------------|
| ◆ Home Insulation | ◆ Used Auto Dealer |
| ◆ Residential Organizer | ◆ Caterer |
| ◆ Optometrist | ◆ Bathroom Remodeler |
| ◆ Attorney | ◆ Printer |
| ◆ Handyman | ◆ Chiropractor |
| ◆ Dentist | ◆ Pressure Cleaning Service |
| ◆ Nail Salon | ◆ Massage Therapist |
| ◆ Realtor | ◆ Auto / Home / Life Insurance |
| ◆ Financial Advisor | ◆ Advertising Specialties |
| ◆ Mortgage Broker | |



AS SEEN AROUND TOWN

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.

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"Thank you for our association with your firm for over fifty years." -Ed J.

"You're doing a great job! Thank you for making it easier for us." - Brett & Renee T.

Discover the secrets of "Magnetic Marketing" for the New Economy. Learn about marketing strategies that make ad agencies cringe, that confound your competitors, and turn ordinary businesses into extraordinarily successful money magnets. Come hear Steve Clark on Thursday, April 8, 2010. Call (251) 633-4070 or e-mail zevac.lindsey@comcast.net for more info.

"Just keep doing a good job. - Thanks." - David & Carolyn T.

"My taxes are always done so nicely, neat, correct and just perfect, so thanks again." - Geraldine H.

What Everyone Ought to Know ... About 'Friending'

In Minnesota, the tax authorities were able to levy back taxes on the wages of a long-sought after tax evader after he announced on MySpace that he would be returning to his home to work as a real estate broker and gave his new employer's name. The state was able to collect the full amount due, several thousand dollars.

An agent in Nebraska collected \$2,000 from a deejay after he advertised on his MySpace page that he was going to be working at a big public party.

Another Nebraska agent collected \$30,000 of unpaid taxes from a resident after a Google search found him listed as a high-ranking local marketing rep for a national firm.

According to a recent article in the Wall Street Journal, state revenue agents have begun nabbing delinquent taxpayers by mining social networking sites for relocation announcements to professional profiles to financial boasts.

In California, a state which has recently had to pay some of its bills with IOUs, a taxpayer identified as a rigger of sails was found by a curious collection agent when the offending taxpayer was mentioned on a discussion board used by local riggers. In one thread someone had asked where the rigger was because his store had closed, and a reply was posted, "Oh, he moved across the bay." The agent collected a four-figure sum.

Not all states admit to using the web to find past-due taxpayers and those that do limit what information their agents can use to publicly available information. Agents aren't generally allowed to 'friend' someone using a false identity. As the funding crisis deepens though, more states are likely to explore the use of social media to enhance their collection efforts. ☼

