

## **Memorandum**

To: Clients, Associates & Friends of Pro@ctive Advisory  
From: Mark L. Wyssbrod, CPA  
Date: April 3, 2014  
Re: How to stay optimistic

In this memorandum, you will receive information about the following:

- Attitudes continue to improve
- How to stay optimistic
- Important dates to remember
- Financial ratio of the month

Please contact me should you have any questions. Financial pressures are still around; however, the improving attitudes continue to focus businesses attention on their opportunities.

### Attitudes continue to improve

For at least the past six years, I have helped put on the North Fulton Business Expo ([www.gnfcceexpo.com](http://www.gnfcceexpo.com)). This expo has been a pretty solid event, offering opportunity to local small businesses. I have observed at the expo over the years both the extreme high energy to beat up attitudes; no matter what their mood, everyone seems to show up with smiling faces.

This year it seemed as if everyone had a great attitude at the expo once again. Small business is stable and has a growing number of opportunities. It is the opportunities, the chance, which seem to really excite everyone. What are you doing to create your opportunities? How are you creating your chance to grow your business or professionally? Are you taking pro-active actions or are you waiting for the phone to ring?

It may seem silly to some to say, but having a glass half-full versus half-empty attitude is extremely important.

You can fill my glass to the top,

Mark W.

### How to stay optimistic

In this world of continued challenges and distractions how do we stay focused on being optimistic? Here are a few steps you can take to work towards being an optimist!

- Be grateful

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- Be thankful for all the things you do have, don't focus on what you cannot do or don't have
- It's okay to smile
  - Smiling creates happiness; try it!
  - Although it may not occur right away, smiling will make you feel better in the long run
- Set goals
  - See the big picture
  - Make a list of your life's mission and goals
  - Take steps to begin achieving your goals
- Be healthy
  - Working out physically releases endorphins
  - Eating food with more nutrition and antioxidants can help you feel better
  - Be certain to rest
- Take a step back
  - Unwind
    - Try a free community event
    - Visit a museum or art gallery to get your creative juices flowing
  - Mediate or pray
- Help others
  - Helping others allows you to be a solution provider
- It's both what you say and how you say it
  - Rid yourself of negative saying and influences
  - Give yourself and others positive affirmations
- Be creative
  - Read a good book
  - Try something new in order to find new solutions
  - Continue to learn
- Take action
  - It's ok to fail
  - Sitting around will not solve any problems
- Give yourself affirmations
  - The world is not against you
  - See yourself as a cause, not an effect
- Stay focused
  - Don't lose sight of what is important to you
  - Don't let the world beat you down
  - Control your attitude and emotions, and you can help control the outcome

### Important Dates to Remember

- April 1 – Business Persona Property Tax Returns are due (for Georgia Counties)
- April 15 – Individual Tax Returns are due (or extension and any tax payments for 2012 are due)

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- April 15 – Partnership & Trust Tax Returns or extensions are due
- April 15 – 1<sup>st</sup> quarter estimated tax payments are due

## Financial ration of the month

The Law of Demand = quantity demanded and price are inversely related; more is demanded at lower price, less at a higher price assuming all other variables are constant.

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