



Memorandum

To: Clients, Friends, Family & Associates of Pro@ctive CPA
From: Mark Wyssbrod, Managing Member
Date: February 12, 2013
Re: Becoming Less Fearful

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

- Fear
- Solutions for Overcoming Fear
- Deadline Reminders
- Gross Profit Margin Calculation

Please contact me should you have any questions. Be brave in all of your actions!

Introduction: I Wonder If Fear Is Holding Us Back

Fear and greed are the two most powerful emotions on which we base our decisions. During the 1980s and 1990s our economy was based more on greed than fear. To a degree, this greed made me uneasy, perhaps sick. However, the past 12 years have most been full of fear, and I am realizing I would prefer greed.

Byron Wien of Blackstone Advisory Partners stated, "The world usually ends up better than the pessimist thinks. We wouldn't have gone this far if the pessimists had always been right" (*Barrons*, October 15, 2012). From the moment I read this statement, I have been reminding myself nothing is ever as bad as we feel that it is *in the moment*. Our emotions, generally, swing in peaks and troughs while the reality remains stable in the middle.

We must remember that hope remains. To help us find hope, we need to plan and compile creative solutions for our businesses and ourselves.

Radiate braveness,

Mark W.

Fear Changes Your Mindset

On January 8, 2013 I attended a planning and goal setting meeting. I had an epiphany! I had built my business up over the years, making sacrifice after sacrifice, working extreme hours every year, pouring my heart, soul, resources and sweat into my company. No doubt, similar to almost any other small business owner. Through all of this hard work, I have built something that is special to me, means something to me. I don't want to lose it; I want to protect it!



And that is when I realized that I allowed fear into my thought process. When and where it snuck in, I am not certain. I do know what has made me successful in the past was focusing on improving my business, not protecting it.

Has fear snuck into your thought process? You might not realize that it has!

Spot the warning signs:

- Have you increased using terms “can’t” or “won’t work”?
- Fear increases negativity
- Fear increases stress and antsiness
- Pessimism fuels conspiracy theories, a sense people are out to harm you and a feeling you can’t be victorious

Combat fear:

- Have a plan
 - Identify the problem
 - Create a strategy
 - Implement and solve
 - Staying busy (i.e. action) seems to help overcome fear
- Be open to a new perspective
 - Remain calm and let someone else share their viewpoint
 - Listen to how someone else solved their quandary
 - Learn new techniques which are being used in other industries; can they be solutions for your industry?
 - Be curious!
- Have a hobby that helps you increase your creativity
 - Try improv or an art class
 - Read a book or publication
- Relax
 - Have a plan and activity to help you de-stress and become calm
 - Breathe
 - In a calm state, take in deep breathes, hold and release
 - Exercise
 - Be active, stretch, try yoga!
 - Pray or Meditate
- Gratitude
 - Be grateful for what you do have in your life!
 - Do not become sarcastic in your thoughts, but mention all of the basic necessities you have and build up to the great things that are right in your life

Don’t let fear stop you from making smart business decisions or intelligent personal finance decisions! You can overcome fear and in doing so you will make yourself stronger! Be valiant in all of your actions!



Deadline Reminder Important Dates to Remember

February 20 – Sales & Use Tax Returns Due in Georgia

February 28 – Form 1096 and 1099 Due to IRS

February 28 – Form W-2 and W-3 Due to IRS

March 15 – Corporation (S & C) Tax Returns Are Due (for annual tax filers)

- File Form 7004 For Extension
- Employer Retirement Matches Due

April 1 – Business Personal Property Tax Returns due for Georgia Counties

Financial Ratio of The Month - Gross Profit Margin

Gross Profit Margin indicates the percent of revenues that is paid out for direct costs. It is a measure of operational efficiency. It can be used in business planning because it indicates how many cents can be generated from each dollar of revenue.

Gross Profit Margin = (Revenues Less Direct Costs) / Revenues

A small improvement in the Gross Profit Margin can have dramatic improvement in the Net Profit. The higher the ratio the better!

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