

News You Can Use

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6 Tips for Finding a Good Business Partner

Finding a business partner who believes in your idea and who you can work well with can be difficult. Here are some tips on where and how to find a good one

Coworkers. Coworkers are a great start to finding a business partner, especially if your idea already fits into the industry you work in. You already know these people in a working capacity and, importantly, how they work with you.

Find the right friend. They say you should never enter into business with a friend, but whoever said that just didn't have the right friends. Remember, if it goes south, it may take your friendship with you, so set some ground rules.

Network. Attend business or networking events in the industry you are in and see if you can pitch your idea to a possible business partner. Try starting with a professional association.

Keep it in the family. Similar to going into business with friends, this is a high-risk, high-reward option. Your family members are more likely to have similar values, but it may make the holidays awkward if the venture goes south.

Opposites attract. Finding someone to run a business with requires a lot of the same give and take. You don't want two ideas people with bad organizational skills. Find someone who can do what you can't so you have a recipe for success.

Define the relationship. When entering into business with anyone, it's important to make sure you're both clear on your business plan, your responsibilities and what to do if the venture fails.

The Connection between Your Self-Care and Your Business Success

Being successful in business involves taking care of yourself so you can be your most productive. Running on empty and burning out will not serve your business. Self-care isn't a luxury. It's an essential for leaders, so make sure you practice these self-care tips.

Be kinder to yourself

Turn off your inner critic and show yourself some love. Speak to yourself in the same way you'd speak to a colleague or friend in a situation. You'll be more compassionate and quickly squash any judgmental self-doubt.

Know your worth

Your time is valuable. Your expertise and energy are an important resource, so don't automatically say "Yes!" to every request throughout the day. Prioritize your own goals before you take on too much.

Celebrate your successes

Make sure to recognize your victories at work. Sit down with yourself or your team and note down anything that has gone well or anything you felt passionate about in the past month.

Relationships are key

Spend more time with people who inspire you and energize you at work. Set better boundaries with people who exhaust you. The same goes for outside of work. Cultivate healthy, loving connections.

SmartVault

SmartVault is our new client portal. Have you activated your vault? Not sure what to do email Lisa@cpcfinancial.com for help or call 610-265-4122.

<https://smartvault.com>

Your email address is your username and the password is something you create must be 12 characters with a capital, a number and a special symbol. You can upload your documents to TY22 Client Source Documents. Your organizer is located in TY22 Client Organizer.

Please let us know if you have any questions!

GOSSIP



It's that time of year!!!

If you haven't activated your SmartVault or need an appointment please contact Lisa!

Lisa@cpcfinancial.com or call 610-265-4122.



Please remember to confirm your appointment whether it is in the office, a telephone conference or a virtual meeting! Call Lisa.



Share the experience!

If you would like any of your friends, co-workers, relatives, business acquaintances, etc., to receive a FREE subscription to this newsletter, call or email Lisa.



The Company Baking Up Better Business Model Ideas

Bay-area-based bakery Firebrand Artisan Breads has been making a name for itself since its inception in 2008 by founder Matt Kreutz.

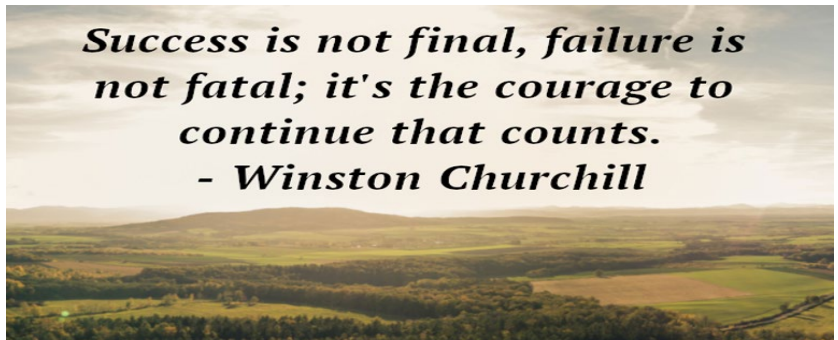
Having grown from a company with only four employees in a warehouse in West Oakland to now employing around 95 people, baking from a much larger space, owning their own cafe and partnering with hundreds of other cafes, shops and Whole Foods stores, their success is not simply based on the quality of their tasty wood-fired brick oven-baked bread. It's the philosophy the company is based on that is perhaps the most inspiring part of the story.

The company hires staff based on a policy of open hiring, prioritizing potential employees who might usually face barriers to finding work, such as people who have been incarcerated in the past, homeless people and others from similarly underprivileged backgrounds. Furthermore, rather than basing the commercial prospects of Firebrand on maximizing wealth by taking investments from venture capital groups or selling the company to a corporate giant, Kreutz has taken an altogether different route.

He decided to create a "perpetual purpose trust" to become Firebrand's parent company, donating the trust 51 percent of his shares. He then put together a committee to govern the trust, composed of Firebrand employees, members of the communities they come from and those who work on the issues they face in day-to-day life. Kreutz then sold shares worth \$2.5 million to investors in order to fund the building of a new facility that would provide classes and resources for workers looking for career development assistance as well as a new bakery facility for the company.

Firebrand overwhelmingly seeks to exist for the benefit of its employees and their communities and, so far, appears to be creating a new kind of business model that betters society as a key part of its success.

Success is not final, failure is not fatal; it's the courage to continue that counts.
- Winston Churchill



Should You Let Your Customers Opt Out of Holiday Emails?

Valentine's Day might be an opportunity to connect with your customers and share the love through special promotions, yet many companies are choosing to let their customers opt out of holiday emails. In fact, it's considered best practice to include a clear and functional opt-out button somewhere at the start or end of your promotional emails. Here is why it might be a responsible idea to let your customers break up with Valentine's marketing.

Painful reminders. While Valentine's Day should be a celebration of love, for many, it's a reminder of loss, loneliness or heartbreak. Sending romantic reminders can actually be in poor taste, bringing up negative emotions and difficult memories for those who have lost loved ones. If this time of year is tough for people, opting out may give them relief. Showing some empathy towards your customers will make sure they stay engaged with your business because it shows you respect the diverse experiences of your customers.

Empowering customers. People have the right to choose what marketing material they receive; they signed up for your emails and should be empowered to decide what content they want to receive from your business. It's that simple.

A chance to reconnect. The plus side of allowing people to opt out of specific marketing is that you can thank them for being loyal subscribers and even offer them alternative messages or promotions. Rather than viewing it as losing an interested customer, opting out can actually be a chance to reconnect! Let them know how much you value them. Just be careful not to pressure them into staying.

Up-to-date email list. Saying goodbye to customers is never nice, but allowing them to opt out of all your marketing emails means that you keep your email list fresh, with only active and interested customers at the receiving end.

Welcome New Clients and Thank you for Referring

We love giving recognition to our new friends and our wonderful existing clients who are kind enough to refer their friends and relatives to us! We are all helping each other, which is the whole point.

In the last couple of months we were fortunate to welcome 30 new tax clients and 12 new business clients. They became members of our firm's accounting and financial planning family. We'd like to welcome them and thank all the people who have referred business to us.

As you may know, marketing for new clients costs a great deal of money, time and energy. We, like any business, need to get new clients to stay in business. Over the years, we have found that marketing takes away from the time we would rather be spending with you. We have learned that by encouraging you to refer your friends and relatives to us works for all of us. We help you, and you help us.



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Quick Quiz

For an answer, email me at Lisa@cpcfinancial.com
or call 610-265-4122.

*In an average lifetime, how many times does a heart
beat?*

6 Reasons Creativity Is Important in Your Business

Here are six reasons creativity is important in the workplace and why encouraging creative thinking will lead to a more successful business.

It helps solve problems. At any level of a business, sometimes problems are encountered that are difficult to solve using normal measures. A workplace in which people can think creatively and critically is more likely to find better solutions to any issues that may arise. Better problem-solving is a particularly stellar reason to encourage creativity in your business, in yourself and in your employees.

It leads to more innovation. Creative thinking is what led to inventions that changed the world, such as computers, telephones and cars. Having imaginative, free-thinking ideas in the workplace will help to deliver new, innovative ideas and create a successful business.

It helps you focus. Highly creative people often find themselves in a state of flow, an intense focus on the task at hand that isn't easily broken by distractions. Promoting creative thinking will help colleagues lengthen their attention spans and boost productivity at work.

It fosters collaboration. A creative workplace will help build connection and understanding between colleagues, naturally leading to better teamwork, higher rates of success and problem-solving and, importantly, a healthy and happy workplace.

A creative workplace attracts better employees. Bright future employees are much more likely to be attracted to working with you if your business clearly demonstrates a free thinking environment where team members are encouraged to be creative and invited to bring new ideas to the table.

A creative workplace retains its best employees. Similarly, intelligent and creative employees are far more likely to stay in a business where their creativity is appreciated and rewarded. A stimulating work environment promotes happiness, motivation and a sense of self-worth among the people within it.

This is just the tip of the iceberg when it comes to reasons why creativity is important in business. Encourage and embrace creativity in your business and watch success, productivity, innovation, collaboration and employee satisfaction soar.