



THE

# COMPUTER NEVER WINS

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## Is Your Old, Outdated Phone System Causing You More Problems Than It's Worth?

If you think you have outgrown your current phone system and are tired of constant downtime, dropped calls, repairs and maintenance, it might be time for you to consider a Voice over IP system for your office.

The right VoIP system can likely save a considerable amount of money AND give you more features and flexibility to support customers, drive sales and manage calls throughout your office.

### Here Are 3 Big Reasons Why Thousands Of Small Businesses Are Trading In Their Current Phone System For VoIP:

- 1. Drastically reduces your phone bill.** If you have multiple offices, or even remote workers, new voice-over IP technology integrates your data and voice networks to drastically reduce long distance and lease line charges you are currently paying.
- 2. Eliminates expensive technician visits.** These new systems are built so that your current IT person or company could easily maintain it in-house. No more waiting around for high-priced phone technicians to show up or paying high service call fees.
- 3. FREE voice mail, auto attendant, call processing, automatic call distribution.** New VoIP systems come with all features included. À la carte add-ons are now a thing of the past. Imagine a phone that can automatically get to you anywhere and everywhere with a click of the button and much more.

### Business System Solutions now provides VoIP installation and support making us your complete IT provider!

If you currently have an old PBX legacy system, sign up to receive a **Free Phone Audit** and we will come out to your office and do a complete communications analysis for your company. **At the end of our audit, we'll summarize our findings and show you exactly where we can save you a bundle this year.**

**Call our office today at (765) 742-3440 to get started.**

Are you ready to revolutionize the way your business communicates?



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Business System Solutions specializes in providing management level responsibility for all the technology in your business.

This includes support for your computer network and working with other hardware and software vendors whose technology you use.

We do this with friendly, proactive, and responsive service.

Our services can lower your costs, and we guarantee our work!

## Social Media Marketing Tools: 8 Picks

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

- 1. Mention: Google Alerts for the social web.** Mention helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.—[www.mention.net](http://www.mention.net)
- 2. Buffer: Social media publishing plus powerful analytics.** Buffer is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net. —[www.bufferapp.com](http://www.bufferapp.com)
- 3. Feedly: Content discovery.** Finding great content to share with your audience is easy with Feedly. Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest. —[www.feedly.com](http://www.feedly.com)
- 4. Twitter Counter: Track Twitter progress.** It can be easy to lose track of how your Twitter account is growing; that's where Twitter Counter comes in. It's a free service that tracks changes in your follower count and predicts future growth over time. —[www.twittercounter.com](http://www.twittercounter.com)
- 5. Zapier: Link favorite social services.** Zapier connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up automatic notifications inside HipChat rooms for Tweets, MailChimp campaigns or new RSS items. —[www.zapier.com](http://www.zapier.com)
- 6. Bottlenose: Intelligence for social networks.** Bottlenose features a real-time search engine that queries all public information from social networks and groups and displays it in algorithmic order of importance. The result is a stream of content ranked by most to least important. —[www.bottlenose.com](http://www.bottlenose.com)
- 7. Followerwonk: Follower analysis for Twitter.** Although you can use a tool like Twitter Counter to watch the growth of your Twitter followers, you may need to analyze your followers more carefully. Followerwonk breaks down your followers into demographics so you can understand them better. —[www.followerwonk.com](http://www.followerwonk.com)
- 8. Quintly: Social analytics for brands.** Quintly is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram. Quintly also has benchmarking features that help you understand how your performance compares to that of competitors and to industry averages. —[www.quintly.com](http://www.quintly.com)

### FACT FILE

## DID YOU KNOW?

1. The Latin name for this month, Ianuarius, comes from the word for door, 'ianua' as it is seen as the door to a new year.
2. Originally the Roman calendar ran only from March to December. Names for January and February were added later.
3. The new year in Britain officially began in January only after the calendar reform of 1752. Before that, it was celebrated on March 25.
4. The Anglo-Saxon for January was Wulf Monath (wolf month) or Aefterra Giola (after Yule).
5. Much Ado About Nothing and A Winter's Tale are the only Shakespeare plays that mention January.
6. According to the census information, January is the 3,265th most popular girl's name in the United States.
7. Apart from leap years, January always begins on the same day as October.
8. January Suchodolski was a Polish painter and Army officer. He was born in September.
9. January is the only month when the North Pole is on average colder than the South Pole.
10. The Polish for January is Stycznia, from a word for joining: it joins the old year to the new.

## TAKE YOUR PROFIT FIRST, ALWAYS

The formula for profitability has been established for ages. Every business owner, CEO, freelancer and entrepreneur knows it. It is required by Generally Accepted Accounting Principles (GAAP), which is enforced by the SEC in the US and the International Accounting Standards Board internationally.

GAAP's fundamental formula for profit is simple:

### Sales – Expenses = Profit

There is just one problem...the formula hurts profitability. There is a reason that 21 million out of 28 million small businesses in the US are surviving check to check. It's not that 21 million people are smart enough to start and build a business, yet not smart enough to turn a profit—it's that they are relying on a flawed formula. "Sales – Expenses = Profit" is a lie. The formula doesn't yield a profit.

Logically, of course, the formula is sound. A business must first sell in order to generate inbound cash flow. Then the business deducts the expenses utilized to deliver its product or service and to run its operations. What remains is profit.

While the GAAP formula makes logical sense, it ignores the fact that it is managed by people. We are, first and foremost, emotional beings, prone to ignore (or even defy) logic.

Arguably, money is the ultimate resource. In GAAP's "Sales – Expenses = Profit" formula, the business owner sees the cumulative deposits (resource) from sales and has a propensity to conclude that all the money is available for expenses (the demand expands to match the supply). The new equipment purchase is justified because the money is there. A new hire starts, because the money is there. Profit? It is an afterthought. Therefore, there rarely is any.

Now consider a new formula, where a business takes profit first:

### Sales – Profit = Expenses

Mathematically, the formula is identical to GAAP's. But from the perspective of human behavior, the Profit First formula is radically different. In the Profit First formula, a preset percentage of deposits generated through sales are first allocated to profit. The remainder is used to pay expenses.

In practice, as deposits from sales come in, a predetermined percentage—for example 15%—is immediately transferred to a separate profit account. The remainder is available for the business leader to run business as usual. The business owner will see his available cash (which has had the profit already deducted) and make decisions accordingly. The new equipment purchase may be delayed, or a more cost-effective alternative may be found. A new hire won't be made because the money is not there, and perhaps the entrepreneur will conclude it was unnecessary in the first place.

GAAP offers so much more in business insights than most entrepreneurs could imagine, but it does fall short on working with an entrepreneur's "bank balance" habit. I have become an advocate for the Profit First approach to cash management, because of the one thing it does do extremely well. It works with the natural habit of business owners.

Profit First has transformed my own businesses for the better (if you consider consistent profits better). Admittedly, Profit First is not the panacea to all cash-flow problems, but it surely makes profit a habit.



### Who Wants To Win A Large Pizza From Noble Roman's?

This month we will do a random drawing from all correct responses received by January 15th and will give away (4) Free Large pizzas from Noble Roman's Take-n-Bake.

**To ring in the New Year in Spain, it is traditional to do what on each chime of the clock?**

a) Eat a grape b) Take a sip of wine c) Clap your hands d) Light a candle

### E-mail Us Right Now With Your Answer!

Trivia@BSSConsulting.com

Last month Stacey Littlefield, Sarah Kubon, Johanna Frist, and Patti Kidwell were drawn as the winners of \$5 Starbucks cards. The question was **What film released in December 1988 went on to win an Academy Award for Best Picture?** The answer was *Rain Man*.

Thank you to everyone who participated!

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## iPhone Binoculars

If you've ever wanted to add more utility to your Apple iPhone, SkyMall's iPhone Binoculars might be what you're looking for. These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of your iPhone's camera. Just open up the camera app to see the magnified image. Turn your phone into a viewfinder to take pictures or record video. Or just watch what your binoculars capture. You can even use the binoculars separately from the iPhone for doubled utility!

The binoculars also come with a travel case and cleaning cloth, and are currently compatible with the iPhone 5/5s and iPhone 4/4s. Pick one up at [www.SkyMall.com](http://www.SkyMall.com)!

## From Bill's Desk:

Happy New Year! As part of the new year we often make 'resolutions', but we rarely keep them. A resolution is described as a firm decision. But without a goal, our effort can be in vain, or we simply lose our motivation.

A goal is the result or achievement toward which effort is directed. It needs to be realistic, measurable, and something you are passionate about reaching. This time of year our goals are what we want to achieve next year, such as lose xx pounds or add xx revenue to our business. But looking at the year can be overwhelming, we wait too long to get started, or we get discouraged.

We need to create about three key initiatives each quarter to help us reach those goals. These also need to be measurable and realistic. Now I can have some weekly or monthly action items that can help me meet those quarterly key initiatives.

Now, we are ready to make some resolutions to lose weight, or grow our business because we have measurable goals, and some key initiatives that keep us moving towards that goal. And those weekly activities are not so overwhelming, so we keep on track and we fulfill our 2015 resolutions! Have A Great 2015!

