

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

January 2018

P1: Thought Of The Month

Hit The Ground Running in 2018 (The Zig Ziglar Way)

P2: Twitter Advertising

Use Twitter Advertising To Get More Clients

P3: Dumb Criminals

This Month's Incredible Dumb Criminals True Story

P5: Three Pronged

The Three Pronged Approach To Focusing Employee Performance

P7: Brain Tracker

Pit Your Wits Against This Month's Brain Tracker Challenge

P8: Bet You Didn't Know

"The secret of success in life is for a man to be ready for his opportunity when it comes."

Earl of Beaconsfield

"Hit The Ground Running In 2018 (The Zig Ziglar Way)"



Sumit Agarwal

Welcome to the January issue of The Success Newsletter. I hope you had a good holiday break and you're pumped up for 2018

I talked last month about the importance of creating your 2017 action plan. I hope that's something you've done in preparation for the next 12 months.

I can't stress enough how important it is to hit the ground running in January and make sure you're already on target for your goals and objectives.

It's far easier to hit your targets when each month's results are in line with your projections.

One of my all-time favourite quotes on goals is from the late, great Zig Ziglar. He said...

"I don't care how much power, brilliance or energy you have. If you don't harness it and focus it on a specific target and hold it there, you're never going to accomplish as much as your ability warrants."

There's so much truth in this.

It pains me to see business owners running their businesses without this level of clarity and focus. But think about it...

It's virtually impossible to focus when you don't know where you're going and you don't know what you're aiming for.

There's been so much BS written about goals, but one piece of advice I can give you that will make a difference is simply write them down, and then make sure you diligently focus on those goals during the next 12 months. It really is that simple.



Continued on page 2...

Use Twitter Advertising

...Continued from page 1

Because of my privileged position of being able to work with many different business owners, I obviously see all types. We actively encourage goal-setting and focus on these goals to give our clients clarity in the very busy and extremely cluttered world that we all operate in.

Yes, it's hard to do.

But it's one of the biggest reasons why businesses fail or never reach their full potential...

...and that's why Zig's great quote is so powerful. As business owners we owe it to our businesses, our teams and our families to get the best results we can from the available talents we (and those around us) have.

"Focus helps you realise your potential"

You can't do that without focus. Without clarity. Without knowing where you're going.

It's easy to be dismissive of these things, but when you look back on 2017, just think how great you'll feel when you've achieved your goals and your business is closer to where you want it to get to. Here's to a happy, healthy and prosperous 2018 to you from us all.

SA

Having a strong online presence is how most businesses grow and find new clients nowadays. There are so many different mediums you can tap into and the more you utilise, the higher your chances of turning enquiries into leads.

Twitter advertising is one way you can reach out to thousands of businesses in your area without having to put in a lot of work. If you're already using SWARM, then your content on your Twitter account will regularly be updated. Finding new businesses through this social network is difficult because what you type into Twitter's search bar comes up with accounts that have that word/those words in their bio.

So, for example, you could type in 'business in Manchester' and it wouldn't show these relevant businesses because they haven't described themselves in such a way in their bio.

Of course, it is possible to find

relevant accounts through thorough research and analysing tweets and not accounts in the search bar, though that is time-consuming and means you have to reach out to others. Ideally, you want to implement a strategy that works by itself without you having to monitor it that much.

Twitter advertising does exactly that. You create your adverts and use keywords and specific locations to reach out to only the clients you want to work with.

How You Can Target New Users

There are four main ways you can properly target particular accounts. Reaching out to people interested in the same television show as you isn't relevant, so we'll just cover the relevant ones. These are...

- **Interests and followers:** Reach out to people with specific interests or who are connected to your followers.



To Get More Clients

• **Keywords:** You may only want to reach out to people who are tweeting about subjects that you're interested in. For example, 'accountant' or 'business growth' are the perfect examples to use.

Twitter enables you to be specific when you're advertising, so you only spend money on clicks that are valuable to you.

Did you know that there are more than 500 million tweets every day? That's a huge amount of tweeting and with over 240 million people actively using Twitter, it makes it a perfect platform for you to use. People use Twitter to talk about their feelings, aspirations, interests and thoughts. Even if you don't think you stand a chance of getting a new client through Twitter, it's a higher probability than you think!

Another reason to utilise Twitter ads and SWARM is so

that you can connect with people in real time. Rather than replying to people and engaging with their tweets that they posted four hours, or even four days ago, you can reach out to them as soon as they've posted that relatable tweet.

You aren't just limited to clients - you can stay updated with competitors and professionals by popping up on their timeline whenever they tweet something relevant or if they match the description you've used to find new users.

Promoted Tweets vs Promoted Accounts

Basically, you have the option of promoting your account or your tweets. If you want to grow your followers (get more people to follow you), then promoted accounts is a good choice, and one that we recommend.

If you have a special offer, a new service or something about your firm you want everyone to know about, then promoted tweets are more useful. This option does encourage you to think more



Dumb Criminals

Wroclaw, Poland:

Polish author Krystian Bala, 34, might've gotten away with murder...if he hadn't written about it in his book. His 2003 novel *Amok* became a bestseller in Poland, but he paid the price when police noticed that the details of a murder in the book eerily matched those of an unsolved 2000 case. The similarities led the police to investigate further, discovering connections between Bala and the victim, including the fact that the victim was romantically involved with Bala's ex-wife. Although it wasn't proven that the author was the sole perpetrator, he was sentenced to 25 years in jail for his part in the crime.

Continued on page 4...

Use Twitter Advertising To Get More Clients

...Continued from page 3

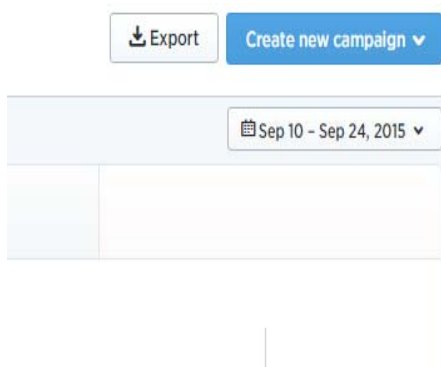
carefully about the type of content you're using on your account.

Creating The Ad

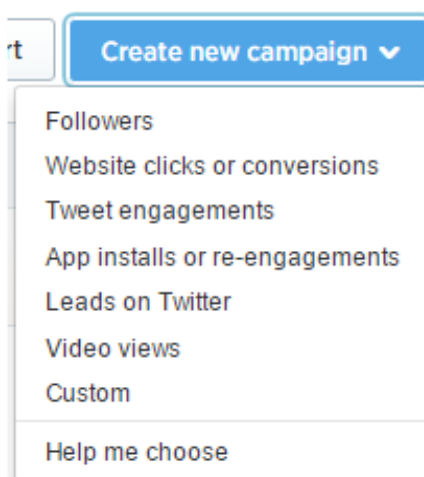
Once you've decided how you will target others (by keywords, or interests and follows) and whether you'd prefer to promote your account or tweets, you can begin creating your ad.

Firstly, sign into your account at Twitter.com. Then, visit ads.twitter.com. At the top, click 'Create new campaign'.

From this drop-down, you can specify your advertising goals, such as to get clicks to your website, leads on Twitter, tweet engagements, and much more.



Only choose 'website clicks or conversions' if your website converts, or you will be spending money on clicks and not seeing any results.



Twitter then take you through some more steps to finalise your ad, including when you want it to start (immediately or customise a date). Don't be so eager to post your ad that you rush through the options. As with all advertising, you won't get results if it isn't implemented correctly.

When choosing location, be specific. Don't just put the city, but the town you want to target. But bear in mind, the more rural your location, the more difficult it will be to find

relevant users, as your ad can't reach people who aren't using Twitter!

The section titled 'Select additional targeting criteria' is one of the most important of all steps. You can choose keywords, interests and more. Don't be too eager to use too many keywords, because you only want people who will actually be interested in your services.

Here are a few examples of keywords you can use based on your industry:

- Lawyer
- Business growth
- Lawyer *followed by your location*

Not everyone will be tweeting these keywords all the time, so be patient and you will see results!

The Three Pronged Approach To Focusing Employee Performance



Steve Hackney—Helping you to quickly grow your business

I can't recall ever meeting a business owner trained in the art of staff performance reviews. I'm sure that in this day and age they're out there, but I've yet to talk to a staff partner who believed their approach to be effective in enhancing the performance of the individual and the firm.

I occasionally work with Amanda, an excellent HR consultant and trainer. Amanda describes most reviews between boss and employee as akin to a parent with a naughty child. There tends to be a catalogue of things that shouldn't have been done or that need to be done better, followed by a mixture of praise, threats and cajoling in random measures. The overall effect is a sense of relief on both sides that duty has been done and the meeting completed, rather than any genuine sense of progress being made or a path forward defined.

Whilst such meetings may have some impact, often the effect is only temporary. What is needed is something much more sustainable and something far more consistent with the plans and development of the firm.

Amanda and I have spoken often about

this and developed an approach based on combining personal development with business strategy. We've put this into practice on many occasions now with significant and sustained impact every time. Here's how it works.

1. Merging The Timelines

For reasons that will become clear, it's important that the timeline for staff reviews is consistent with the business's forecasting and planning timeline. We need a sequence of events to occur in the right order so that the team are fully informed and their development matches the development of the business.

The process starts with creating the business plan and forecasts for the next 12 months, and then ties the staff reviews and plans into this. Often, staff timetables work on a calendar year basis irrespective of the year end.

Since forecasting tends to revolve around the start of the financial year, merging these two needs to be considered. The staff year and the financial year are most effective when matched. It keeps everyone on the same plan. Say that your year end is 30th September. Your plans, forecasting and budgets for the upcoming year are done in July/early August for approval at the September board meeting. You are in a position to present your goals to the team at the October staff meeting and to hold staff review and development meetings, in line with the plan again, during October. By the end of Month 1 everyone is lined up.

2. The Master Plan

The next point is somewhat obvious. If everyone is to work to a plan, then there has to be one! It's difficult to set clear goals for the team if the organisation itself lacks direction.

Continued on page 6...



Cryptic Puzzle Of The Month

How can you get a fully-grown apple inside of a bottle.

The bottle has to be a normal glass bottle which has no breaks, the entrance of which is clearly too small for the apple to pass through.

The apple must end up in perfect condition. How?

ANSWER ON PAGE 7

Focusing Employee Performance

Continued from page 5...

If there isn't a clear strategic plan in place for the business, then very little is going to move forward effectively.

If you don't have a plan, then create one. If you have a plan, then revisit it, review it and make sure that the goals for the next 12 months are quite clear.

3. Sharing The Plan

The next stage, as I show above, is to present the plan. If your team are to work effectively, bearing in mind you employ intelligent people, then it makes sense for them to understand what the goals are. How else do they share your focus?

4. Linking The Plans

Now we move from business to individual. Having explained the business plan, objectives and goals for the year, the individual team development meetings are booked. Each member is asked to come up with three specific objectives for their own meeting, one in each of the following areas:

1. An objective linked to the firm's operation;
2. An objective linked to client matters;
3. An objective linked to personal goals.

As well as creating the objectives, the team member also needs to give

consideration to how these are to be measured.

As an example, the employee may come up with:

1. Improve recoverability on jobs to an average of 95% for the year;
2. Attend 12 networking events in the year;
3. Book and attend 4 courses linked to developing manager skills.

These objectives and measurements will now form the basis for the discussion with the employee.

5. The Development Meeting

You are now looking for three key elements:

- Objectives that are consistent with the overall plan;
- Objectives that recognise and address known weaknesses;
- Objectives that challenge.

I would expect the discussion to amend some or all of the objectives. If you consider it necessary to replace one, then it is essential that the reasons are fully explained, understood and accepted by the employee. Remember, we want these to be their objectives.

If a basic objective hasn't been covered, then it clearly needs to be brought in as

a replacement or additional objective. If the level of challenge is wrong, then it needs amendment.

6. Incentives

With specific objectives and measures in place, you can easily set incentives (financial or otherwise) for attaining targets. Staff can directly see the benefits of achieving the objectives they themselves have set. It's a powerful motivation.

7. Timetable

The final step is to agree dates during the year for reviewing and measuring performance. These should be at least half-yearly and, ideally, quarterly. They should also include a monthly reporting facility so that progress can be managed by both you and the team member in between meetings.

You'll notice I've made no mention of salary here. Salary is determined by experience, expertise, roles and responsibilities. What we're focusing on here is performance and development.

We want the objectives of the individual team members to be beneficial and meaningful to them but also to be consistent with the objectives of the business.

As a result, both progress and benefit together and the team better understand the link between them and the business.



Super Referral Program

We have created our Referral Scheme to reward our clients for recommending us. **We will pay you £100** when your referral has joined up to one of our packages and paid their first month's fees. **Even if your referral decides not to join us we will still give you a gift voucher as a thank you for recommending DNS.** Although we think this is a very generous amount we have decided that it is not enough so we have added an additional twist to our referral scheme! Not only do you receive £100 as a referral fee, but we also want to offer you something extra to make it even sweeter.

If 3 of your referrals join DNS in 2017 you get 50% discount off your fees for Jan 18 to Dec 18.

If 5 of your referrals join DNS in 2017 you get 100% discount off your fees

What Clients Say About DNS Accountants

"Best Accountant Ever"

"Ankit Sharma has done a great job with my account. He spent around 4 hours on Saturday to clarify my queries. He was very calm and answered all questions and advised me the best way forward."

"I'm really pleased Best accountant ever I have worked with so far."

"Thank you for all the help and support."

Deepika Varaganti

Capsi It Solutions Limited

"Very Pleased with the service"

"I'm very pleased with the service, thank you. Particularly pleased with how Muhammad's expertise and attention to detail."

Ms. Lora Asparuhova Sivova

Beaumont Swiss Limited

"Very Professional and Support is Timely"

"I am very happy with the services extended to me by DNS. The approach of the entire team is very professional and support is very timely. Kindly share these

CRYPTIC PUZZLE

ANSWER

Simply place the glass bottle over the bud on the apple tree, i.e. before the apple begins to grow.

The apple will then grow inside of the bottle.

This technique can be used to create unusually shaped fruit.

comments with Sumit Agarwal. I was apprehensive to begin the contract but I have been very positively influenced.

"A special mention for Sahil, who has always been supportive and a patient listener. If DNS has more people like him, your team will go very far."

Sudeep Mathur

PGSM Consulting Ltd

"Good Work Deserves Good Words"

"What a year it has been working as a fire risk assessor in today's dynamic business services sector. It's good to know our accountants have been with us all the way understanding our business and offering information and business building tools proactively and over the years it's given us great peace of mind as we approach each tax deadline from VAT return to year end to know DNS is looking after the finer detail behind the scenes, allowing our business to focus on what we do best and this is why when I heard the news about DNS winning their most recent award I was not surprised. I was able to share the good news with my business associates and network."

Good work deserves good words."

Simon Pauley, Director

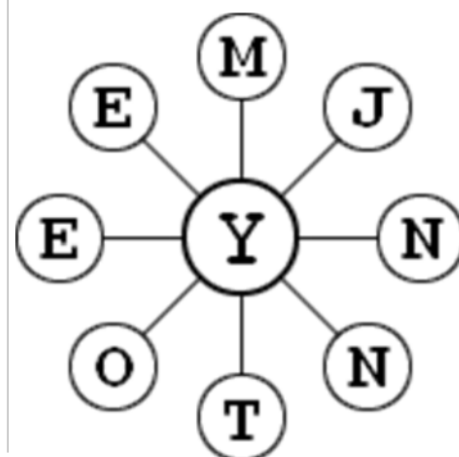
Call Point Fire Ltd



Brain Tracker: How Many Words Can You Find?

Using the BrainTracker grid below, how many words can you find? Each word must contain the central Y and no letter can be used twice, but, the letters do not have to be connected. Proper nouns are not allowed, but, plurals are. Can you find the nine letter word?

Excellent: 13 words. Good: 8 words. Average: 9 words.



Bet You Didn't Know



- A typist's fingers travel over twelve and a half miles in an average day.
- Laughter is a proven way to lose weight.
- Every time you lick a stamp, you're consuming 1/10 of a calorie.
- Peanuts are one of the ingredients of dynamite.
- In northern parts of China it was once a common practice to shave pigs. When the evenings got cold the Chinese would take a pig to bed with them for warmth and found it more comfortable if the pig was clean-shaven.
- A crocodile really does produce tears, but they're not due to sadness. The tears are glandular secretions that work to expel excess salt from the eyes. Hence, "crocodile tears" are false tears.
- Babies are born with 300 bones, but by adulthood we have only 206 in our bodies.
- Yensid, which is Disney spelled backward.



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Ask Us About Our Unique Accounting Services...

Key Services:

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-  *Company Accounts*
-  *Self Assessment Tax Returns*
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"Why is the time of day with the slowest traffic called the rush hour?"