

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

April 2017

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You Can Only FOOL Your Customers
Once

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Make Working From Home As Productive
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"You may be disappointed if
you fail, but you are doomed
if you don't try."

Beverly Sills

"You Can Only FOOL Your Customers Once"



Sumit Agarwal

As you know, earlier in the month we had April Fool's Day. Practical jokes are played out all over the world during the morning hours of April 1st.

That got me thinking... I wonder what some of the best ever April Fool's jokes have been orchestrated that fooled thousands of people include.

Here's my top 3 (keep reading to the end, there is a business lesson here too)...

1. Edison's food creator, 1878
American newspaper The Daily Graphic published, in 1878, news of a technological breakthrough: Thomas Edison had invented "the Food Creator... a machine that will feed the human race!" How, exactly, was unclear, but it would be able to manufacture meat, vegetables, wine and biscuits using only air, water and "common earth". A final

paragraph in the April article revealed that "the Food Creator" did not in fact exist; but not every reader got that far, and Thomas Edison received "a flood of letters from all parts of the country", as he wrote to tell the Graphic's editor.

"Very ingenious," he said.

2. Alaska's volcano, 1974
In Sitka, Alaska, the volcano Mount Edgecumbe had been dormant for around 9,000 years when, one morning in 1974, residents noticed dark smoke spooling from its top.

When a coastguard helicopter flew in to investigate, the pilot saw that 100 tyres had been doused in cooking fuel and set alight in the volcano's crater.

Meanwhile, around the rim, someone had spray-painted

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Make Working From Home As

Continued from page 1...

“April Fool” in 50ft letters. It was the careful work of a local joker, Oliver Bickar, who’d been planning the prank for four years.

...and my favourite...

3. Left-handed burger, 1998

Burger King’s 1998 unveiling of a “left-handed Whopper” – a normal burger, with “the condiments rotated 180 degrees” – fooled thousands in the US and UK with left-handers going out of their way to order one, and righties making it clear they’d prefer the original version. That’s funny!

“It’s a cliché , but always under-promise and over-deliver!”

So what’s all this got to do with you and your business? Well, it concerns your customers and making sure you OVER-deliver on your promises. Your customers won’t be fooled into buying from you a second time. You owe it to them and to your own business to under-promise and over-deliver. I know that’s a cliché, but it really is a truism in today’s highly competitive market, with highly demanding customers!

SA

Most of us love the thought of working from home. Zero commuting hours, no parking snarls, not having to combat the cold weather, and sitting in the comfort of our own home.

But despite all of these advantages, working from home does challenge your productivity (no matter how productive you usually are!).

We all need the odd day to work remotely, but don’t let the norms of home life distract you from completing a normal day’s work. If you’re doing it right, you’ll get just as much work done... if not more.

Here are a few steps to keeping you productive...

START YOUR DAY AS YOU NORMALLY WOULD

We’re influenced by our surroundings. We are happier working with people we like, and work more efficiently in an environment we’re comfortable in. Get ready for work in the same way you would if you were travelling to the office – this includes getting up at the same time

and not wearing pyjamas all day. Sticking to your regular morning routine gets you in the mind set of work.

When you awake on a Saturday morning, you treat the morning differently from a weekday because you know you haven’t got a day of work ahead – you might eat breakfast before getting dressed, watch TV in bed and may even get up later. Your mind is set for a day of leisure.

Don’t watch 1 hour of TV before starting work, if you don’t already do that, and know it won’t be good for your work motivation.

SET UP AN OFFICE

You don’t have to buy a desk with a fancy leather chair, or start moving your house around. But creating a workspace will get your mind in gear to work. If you don’t have an office or a desk to work from, think about which room you will work in. Try to choose a room that isn’t a representation of fun or relaxation, such as the living room or bedroom – and also think about working from an area you won’t be disturbed



Productive As At The Office

in.

WORK FOR THE USUAL AMOUNT OF TIME

Working from home doesn't mean you have to be sat in your chair at exactly 9am and not get up a minute earlier than 5pm. If you find that working the exact same hours works for you, then stick to it – I encourage you to do that. But if you can't work the usual hours (and that's why you're working from home), schedule your day and, more importantly, stick to it. Don't slack off just because you've got your own comforts to protect you. Working from home doesn't mean you can work when you feel like it. Plan the night before what time you will work.

TAKE REGULAR BREAKS

You have so much to do and you're probably still wondering how you managed to find time to read this. But working from home is already alien and distracting enough, so you want to increase your creativity with regular breaks from the screen. Breaks keep us from getting bored and improve focus, so you can stay

on top of your workload.

If you're working for six hours straight, your work quality will pay for it and you'll get tired and lose attention.

EAT HEALTHILY

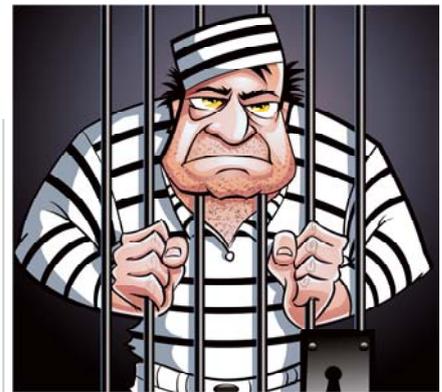
You should eat right regardless of where you're working, but it's more tempting to eat junk food at home simply because you have easier access to it. Eat sensible meals and snacks at set times. Start your day with a healthy breakfast and eat snacks with low carbohydrates throughout the day to keep your energy levels consistent.

DON'T SURROUND YOURSELF WITH DISTRACTIONS

Make a conscious effort to remove yourself from distractions. Everything from the TV and pets, to people visiting. Don't open the door to people just because you're home, and don't be tempted to put your favourite show on in the background, because that will make you feel like you're at home to relax, rather than to work.

If you are working when family will be in the house, distance yourself from them for the day. If you're off work because your child isn't well,

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Dumb Criminals

The new Apple iDiot

A San Francisco thief pedalled his bike up to a woman on the sidewalk, snatched the iPhone out of her hands, and rode away. Unknown to him, the woman was in the middle of demonstrating the iPhone's new GPS tracking device, which worked—the thief was captured minutes later.

Make Working From Home As Productive As At The Office

...Continued from page 3

this might be difficult, but generally don't arrange a day of fun and games.

If your family are at home and there's nothing you can do about them being there, think about taking your work somewhere else – a café, a friend's house or library are just a few examples. If you can't do that, explain to them that you're absorbed in work. You might want to think about getting a 'Do not disturb' sign on your door, until you've done your day's work. If that's not enough – eliminate the distractions with some headphones that block out noise.

KEEP YOUR WORK ORGANIZED

A disorganized work environment isn't productive to work in – especially when you have no idea where important paperwork is. Be prepared to have everything you need at home, in the unplanned event that you have to work remotely.

You might need to make copies of important documents or at least make sure you have access to online resources.

You'll feel less stressed if you have an organized workspace. This includes not having piles of paperwork all over your desk and having enough room to feel comfortable in. Don't surround yourself with clutter, and this includes non-work-related items. Having your mobile next to your laptop will tempt you to answer phone calls at a time when you generally wouldn't.

GIVE YOURSELF SPECIFIC TIMES TO COMPLETE TASKS

Not being in your normal work environment can easily make you fall off track. Timing yourself as a guide to completing work can keep you on track. You don't have to be too strict on yourself here, but let's say you allow yourself 60-90 minutes to finish a task. You're more likely to get your head down if you have a deadline.

BE HONEST WITH YOUR PRODUCTIVITY LEVELS

Some of us get more work done in the mornings, while for others, we're more productive mid afternoon. Embrace the opportunity of working from home by working during your most productive hours. Adopt the things that make you work efficiently too – for example, listening to music, or reading inspiring articles. If you're looking for extra creativity, find what works for you and do that.

GET OUT OF THE HOUSE

As you would normally take a lunch break at work, do the same when you're at home. But have a separate area for eating, to give you some time to recharge your batteries. You could even take a quick stroll around the block to get some fresh air.

Be professional in your work. It doesn't matter where you're located, your work should always be to the best of your ability every single time.



Wow Your Visitors Before They Step Into The Office



Steve Hackney—Helping you to grow your business quickly

It actually doesn't take a lot to really impress a visitor. Think about when you go to a shop and you're left feeling special and appreciated. It was probably just the basic things that made you feel this way – a smile, a friendly conversation and a greeting.

What makes you go back to that shop isn't just the product, but the way you were made to feel.

You should 'wow' clients and visitors every time they come to visit, to guarantee they'll continue using your service and want to come back again.

Let's start by looking at how you can impress clients before they enter your building.

- Ask what their favourite refreshments and snacks are

An email asking this shows that you truly care about their wellbeing and you're making an effort.

- Have a reserved parking spot for your visitor

Imagine how you'd feel if you turned

up to a meeting and saw your name at a parking spot. There's nothing more frustrating and stressful than having to search around for a parking space and turn up late to a meeting.

If you can't reserve a parking spot, at least let your visitor know where they can park well in advance of them arriving.

- Make the receptionist aware of their visit

Give the receptionist the name of your client and the time they're expected to arrive. That way, they're not having to explain to the receptionist who they are and what they're here for.

That will make them feel unimportant.

- Tidy up the reception area

Even just a plug-in air freshener and a clean floor can make a difference to how the client perceives you.

Be there on time when your client arrives. If they're waiting for 20 minutes, it doesn't look very professional.

- Tell your team about the visit

By doing so, they can tidy up their desks and make themselves look presentable.

Introduce your visitor to your team too. Give your employees the opportunity to showcase their skills and create a friendly environment.

You don't want to be disturbed during your meeting, and informing



Cryptic Puzzle Of The Month

Peter decided to walk to the local waterfall, 10 miles away.

At the moment he started, his dog ran off from his side and proceeded to the waterfall at a constant 8 miles per hour.

As soon as the dog reached the waterfall, it started the return journey to Peter, keeping to the same speed.

The dog continued this odd behaviour until Peter reached the waterfall.

If Peter kept to a constant 4 miles per hour, how far did the dog run in total?

ANSWERS ON PAGE 7!

Wow Your Visitors

your employees prevents this.

- A designated quiet area

Sticking with the idea of not being disturbed, you want a private room where people won't be coming in and out and there is plenty of room for the visitor to feel comfortable.

Make the space presentable too. An uncomfortable chair isn't very fair if the visitor has to sit on it for hours. Make sure the desk and floor are clean. It doesn't look great if the place is dirty.

- Provide refreshments and snacks

Have the refreshments and snacks that your visitor wanted ready for their arrival.

This shows that you're organized, and prevents them from uncomfortably waiting for you to hunt around the office for the sugar.

Now let's talk about how you can 'wow' your client during the meeting...

- Be prepared

This might seem obvious, but we've all been to a meeting where people don't know who we are or why we're there. Or even where they've

spoken to you before about the reason for their visit but you've completely forgotten.

Before the meeting, print off any necessary documents and research the client's background so you can be thoroughly prepared.

Don't be flustered during the meeting. Have your laptop open and ready, have pen and paper to make notes and don't forget to turn your phone off. Taking phone calls is not acceptable.

- Stay positive

We all have good and bad days, but you have to remain stress-free and positive.

Smile and be friendly. Keep the conversation light and never raise your voice. Everyone has a right to their own opinion. Look like you enjoy what you do - if you have poor posture and no smile, you don't look like you do.

- Always keep it about them

Don't talk about yourself and how great your services are. Ask what their needs are and how your services suit them.

When you're introducing yourself to them, ask how their car ride was,

ask how they are. Make them feel special. People like to feel that they matter.

- Have an agenda with key points

To avoid the meeting taking up too much time or going off track, draft a mini-agenda as a map to guide the meeting. This helps both of you so that you're not missing valuable information from the meeting.

What you do after the meeting is equally as important as everything you've done during the meeting.

You want clients to feel satisfied with the meeting and then want to get back in touch with you.

Follow up 2-3 days after the meeting so the client doesn't forget who you are and the success of the meeting is still fresh in their mind.

If you don't get a response after that, follow up with a polite email a week later. You don't want to come across as pestering, which is why you should contact them around this time and no earlier.

If the meeting didn't go very well, save the follow-up email for someone who wants your services..



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 for Jan 18 to Dec 18.



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.”

“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.”

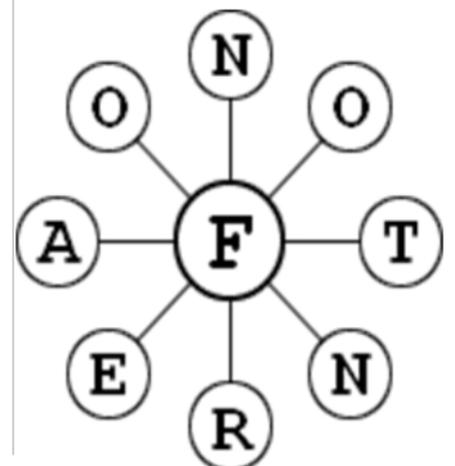
*Ms. Lora Asparuhova Sivova
Beaumont Swiss Limited*



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 **F** and no letter can be used twice, however, the letters do not have to be connected. Proper nouns are not allowed, however, plurals are. Can you find the nine letter word?

Excellent: 33 words. Good: 26 words. Average: 21 words.



“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 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*



We are experts at helping our clients financially manage and grow their business!

“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*

CRYPTIC PUZZLE ANSWER

Answer: 20 miles.

The dog always ran at twice Peter’s speed. Since Peter walked 10 miles the dog ran 20 miles.

Bet You Didn't Know



- Earth has poles both at the bottom and the top of the planet, which makes it a huge magnet.
- The soldiers of Alexander the Great were obligated to be clean shaven, so that their enemies were unable to grab their beards.
- In a year, the regular person makes over 1100 phone calls.
- The rule of thumb phrase comes from the English law, which in the past said that a man could not beat his wife with something that was wider than a thumb.
- If China's population would walk past someone in a single line, the rate of reproduction is high enough to keep the line going forever.
- If a woman's name is Mary it is against the law to be a prostitute in the city of Siena, in Italy.
- Facetious and abstemious are the only words that contain all the vowels in the correct order.
- Fourteen years before the Titanic sank, novelist Morgan Robertson published a novel called "Futility". The story was about an ocean liner that struck an iceberg on an April night. The name of the ship in his novel - The Titan.

Ask Us About Our Unique Accounting Services...

Key Services:

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-  *Tax Planning*
-  *Company Accounts*
-  *Self Assessment Tax Returns*
-  *Construction Industry Scheme*
-  *Landlord Property Tax*
-  *VAT*
-  *Payroll*
-  *Bookkeeping*

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- Award Winning Accountants
- Free Online Accounting Software
- Expert In-house Tax Consultants
- No Penalty Guarantee

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A FREE NO OBLIGATION MEETING**



"The joke is on them. Our competitors think we know what we're doing."

Our Contact Details:

DNS Accountants

Pacific House
382 Kenton Road
Harrow HA3 8DP
Tel: 03300 886686
Email: info@dnsaccountants.co.uk
www.dnsaccountants.co.uk



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