



Story Ideas

The number one mistake small business owners make. You wouldn't try dentistry if you weren't a dentist. If you aren't an accountant or bookkeeper, why would you try to handle your accounting? According to Jessica Salzman, many small business owners end up wasting more time and money doing bookkeeping incorrectly. Let her share why having a good bookkeeper is essential for business success.

Why bookkeeping systems don't usually work for small business. The answer is obvious: because most accountants and bookkeepers don't learn the true needs of small business owners & entrepreneurs. Let Jessica share some of the issues small business owners face, and how their needs can be met.

How to save a marriage by using an accountant. Many family-owned businesses fail, not because of the business, but because the husband and wife have to deal with more financial headaches than the average couple. Jessica, who's been called the marriage saver, offers tips on how to survive in business and in marriage, with the help of an outside trusted advisor.

Tax tips for small business. How can you maximize your tax savings each and every year? Jessica shares the insider secrets that every small business owner and entrepreneur should know.

Other ideas include:

- Hire your kids – and save on taxes
- Creating a good bookkeeping system
- Using software to manage accounting
- Becoming a lifestyle entrepreneur
- Little known tax write-offs for the entrepreneur