

# **Are You Ashamed At The Way Your Business Is Run?**

Warning: Your Inefficient Business Bookkeeping  
Could Be Costing You Thousands of Dollars!

**Give Me Three Months  
And I'll Have Your Business Operating  
Profitably,  
Worry-Free AND  
*Keep The IRS Off Your Back!***

John A. Mears, E.A.  
November 23, 2009  
8:12 pm

Dear <Name>:

You hate bookkeeping.

It's OK, because **I have a confession to make.**

**So do I.**

Although I love preparing taxes, strategizing, and beating the IRS, I've never liked bookkeeping.

- It's boring.
- It's hard.
- It takes a long time.
- And, ultimately, it takes away the one thing I do best: MAKE MONEY.

I assume you are thinking the same thing.

On the other hand, you ENJOY:

- ▶ Marketing
- ▶ Sales
- ▶ Leadership
- ▶ Planning, Dreaming, Scheming
- ▶ And, well, whatever it is that your business DOES. That's why you started it in the first place, isn't it? NOT because you liked bookkeeping.

Your time is precious. You got into business to enjoy your LIFE more, NOT spend more time working. Vacations, time with the kids, working out, or just going to the movies.

## SOMEHOW, NONE OF THAT IS HAPPENING! WHAT WENT WRONG?

First of all, you are probably spending too much time working IN your business, rather than working ON your business. Doing it, doing it, doing it. Day after day. Week after week. Month after month. Year after year. Accounting, sales, manufacturing, customer service, and on and on. Doing EVERYTHING yourself.

Is your business really any different than it was at this time last year? If you are a business owner, your skills and expertise are best served on creating your dream business. NOT doing the mundane work. And the more time you spend doing the mundane work, the LESS time you have to create this...*dream* you have.

Now, I know, you're thinking "John just wants me to use him for bookkeeping services so that he can make more money, leaving me with LESS. NO THANKS."

I have two answers for that line of thinking:

- A) Did you read above? I HATE bookkeeping. I would just as well let you do it.
- B) One of my long time, trusted clients LIKES doing it. Mary Lamborn. She's great at it. And if you're like most of my clients, you aren't.

Mary, like many, many people, was "downsized" last year by a large company. After years of loyal and superior service, the company fell on hard times and had to let her go.

## Trust me on this: Her Loss Is Your Gain

I have asked Mary to team up with me to give my clients a strong turbocharged 1-2 punch: her and me. She's meticulous, detail oriented, and an *authority on QuickBooks*. I'm a strategic tax and business expert.

What's more, deep down inside,

you know you need us.

- Audit rates are climbing, and the level of organization of your overall company goes a long way to keeping you out of hot water. Fact: Almost 4% of all sole proprietors are examined each year. ARE YOU NEXT? And if so, ARE YOU READY?
- Getting credit is becoming harder and harder. If your bills are unorganized, your debt is high, your finances can spiral out of control. Being able to provide a P & L, on the spot, could go a long way towards receiving credit from your bank.
- Do you enjoy paying taxes? I don't. We can help minimize your taxes, BUT WE HAVE TO KNOW YOUR SITUATION BEFORE, NOT AFTER, THE FACT. Monthly bookkeeping allows this. This point ALONE could pay for our entire fee.
- Lastly, you should have monthly/quarterly reports so that you can, you know, ACTUALLY MAKE INFORMED DECISIONS. No more guesswork. No more hoping. You can make REAL, concrete decisions based on fact. And get rich by doing so. Really.

I'LL REPEAT, THOUGH, IN CASE YOU WEREN'T PAYING ATTENTION:

I BELIEVE WE CAN PAY OUR WAY VIA:

- ▶ HIGHER SALES,
- ▶ LOWER TAXES,
- ▶ TIME SAVINGS,
- ▶ AND MUCH MUCH MORE.

## WE DO ALL THE MUNDANE BOOKKEEPING WORK, WHILE YOU GET RICH

UNFORTUNATELY, THOUGH, I HAVE A PROBLEM.

Tax season is fast approaching. I will be doing tax returns 24/7, and Mary and I won't have the time to get your bookkeeping systems up and running.

Also, Mary and I only have the time to add 9 new bookkeeping clients right now. Considering that I have over 80 business clients, there's obviously not enough to go around. You don't want to miss out by not acting quickly.

With that in mind, we are offering the following bonus: Sign up for monthly bookkeeping services by December 11<sup>th</sup>, and we'll waive the setup fee (a \$795 value).

Our average bookkeeping services are around \$375 month. Let us take a look at what you're doing, and we'll let you know whether it's a little higher or lower. One way, or another, we can offer this ironclad guarantee:

**IF WE DON'T SAVE YOU AT LEAST 5 TIMES WHAT YOU'VE PAID US – IN TAXES, TIME, SALES, WHATEVER – WE WILL HAPPILY AND CHEERFULLY REFUND YOUR LAST MONTHLY PAYMENT AND GIVE YOU \$100 FOR YOUR TROUBLE! NO HASSLES. NO QUESTIONS ASKED. THAT'S HOW CONFIDENT WE ARE IN OUR SERVICE.**

Email Mary directly at [mary@mkjenterprises.net](mailto:mary@mkjenterprises.net) RIGHT NOW in order to schedule a “set up” time. Or call Mary on her cell phone at (661) 313-2359. Make sure she knows you are a John Mears client, and she'll put you at the top of her priority list!

Yours truly,

John A. Mears, E.A.

P.S. Time is ticking – don't hate yourself by not taking advantage of this. I'm not sure if I'll ever offer this again. Don't be left out!

P.P.S. My guarantee is so strong – you REALLY have nothing to lose.

P.P.P.S. Do this now, while you're thinking about it. You'll have the peace of mind of getting this out of the way before the holidays, and starting fresh for 2010. It's the right thing to do.