



November 2017

Self-Employed? 5 Tips for Closing 2017 on a High Note

Tis the season for busy times for sure. When self-employed, this is also a good time for checking things off and preparing for a banner year ahead! Here are 5 tips for closing 2017 on a high note:

1. Balance Your Budget

Revisit the budget you created in 2016 for 2017 to learn how well you did. What worked? What didn't? Most importantly, what might you do differently going forward? To help with this process, check out our previous article titled, [Tips for Your Year-End Budget Deviation Analysis](#). Remember, "deviation" is just a fancy word for "difference."

2. Measuring Marketing ROI

Marketing can be one of the more challenging areas in business to track. However, ensuring that what you're doing is generating the desired returns is critical to ensuring a strong and happy customer base. Fortunately, there are many tools that can help. Most social media sites provide analytics, as well as email marketing applications. Google Ads and Google Analytics offer further useful ROI data. Use what you learn to start planning your marketing strategy for the upcoming year. This includes eliminating strategies that didn't work, reinforcing ones that did, and exploring new options.

3. Set Your Goals for The New Year

A new year means new goals and resolutions! We recommend that clients use the "look forward by planning backward" approach to goal setting. This means that you set your 3-year goal and then break it down into individual years, months, next week and to identify specific action items for attaining your goals. This approach helps you set goals that are realistic and creates a plan of action. So, no excuses for not getting it done!

4. Tax Planning

Everyone's favorite time of year (**not?!?!**), tax season, is right around the corner. Now is the perfect time to get in a last-minute meeting with your accountant or bookkeeper to start preparing. This means getting your books in order, gathering tax records, evaluating your current strategy, and possibly even identifying some last-minute deductible opportunities. Remember fortune favors the prepared. Act now and you may pay less later – literally.

5. Celebrate Your Success

You've made it through another year! Woohoo! In between all the chaos of the holidays and getting your business ready for the end of the year, don't forget to take time to celebrate all you have accomplished this year. Small as it may seem, celebrating success is important to maintaining your own happiness and satisfaction with your business. So, call up those you love, plan a night out together, and give yourself a round of applause.

For more information, visit: <http://www.buzvr.org/>

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