

Leif Jensen and Associates

Newsletter

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In This Issue

[Featured Service](#)

[Starting a Business](#)

[Is Your Business Different](#)

[The Seminar](#)

[Featured Client](#)



Useless Information:

The average American will eat 35,000 cookies in his/her lifetime.

A turkey can run at 20 mph.

Quick Links

[Visit Our Website](#)

[Services](#)



This Month's Featured Service

Dear Reader,

As CPA's we are committed to providing a full range of high quality professional services including: accounting, bookkeeping, consulting, payroll, management advisory services, income tax preparation, auditing and other attestation services. Our goal is to meet our client's expectations as their most trusted advisor.

If you need help preparing your 2014 taxes, please call our office to schedule an appointment.

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Starting a Business

Usually, when a couple of people start a business, one knows how to make the product and the other knows how to sell the product.

That may be a good beginning, but they don't have someone who knows how to count the product.

Obviously, the making and selling of the product are critical components. However, the whole administrative side of the business tends to be neglected by a vast number of small businesses.

Which owner is responsible for your administrative side of your business?

QuickBooks Training

We provide QuickBooks training seminars either in-house or at client's offices. These seminars are structured to each client's specific needs. We are Certified QuickBooks Advisors(2006 - 2015) for multiple product lines.

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Is Your Business Different?

Is your business model different from your competitors? Or do you do exactly the same thing in a slightly different manner?

Most people think that their business is different from all the rest. When pressed about what specifically makes it different, they have difficulty quantifying it.

Most professional service firms including CPA's, attorneys, insurance agents and financial advisors; all do very similar work as their peers, but their experience, methodology and skill set is what makes them slightly different.

Each tax season there is a contest for tax practitioners to prepare a sample return. None of the results usually match. This is because there are degrees to the interpretations of the tax laws, as well as, the skill, experience and software that the practitioners use.

We like to think that our holistic approach to your business as a whole allows us to show our differences. Beyond the mere differences in our skills and experiences levels, I believe this is what allows us to secure clients from our peer groups.

The Seminar

There are many aspects of my bank that I really enjoy. No they do not give me free money, but like said, I enjoy my bank. I don't love it.

They provide CPE for CPA's and all of the events are well worth mine and my staff's time. They had one last month on "Practical Financial Tools for Control, Survival and Success". This was a full day seminar where they provided breakfast and lunch along with 8 hours of CPE for free. The best part was the speaker, as he was interesting and entertaining. The time flew by, and I picked up ideas for repositioning the firm and blog entries.

The speaker was stressing communication as a tool for success. He gave out his website so we could sign up for their newsletter. I went to the website, and requested they add me. What was most amusing about this, is the last blog posting was June of 2011.

I guess they don't practice what they preach, but that does not take away from the ideas that I garnered from the day.

If US Bank does do the second part next year, I will be inviting clients to attend. If it is half as good as this one was, it will be worth their time as well.

-Leif Jensen

Featured Client



Here at Obscura, it's our mission to question, create, inspire, dream big... and repeat.

We realize this by undertaking a critical set of actions:

- **We Ask The Questions:** If we don't endeavor to learn, we cannot succeed in helping you.
- **We Create The Vision:** From what we learn, develop a roadmap to solving your greatest challenges.
- **We Solve The Problem:** As loyal partners, we'll work to employ the solutions that solve the problems that keep you up at night.
- **We Inspire Your Success:** Our aim is to ultimately see you have the kind of success and enrichment that grows and thrives, no matter the new challenges that may lie around the corner.

Obscura is about trust. It's about working with people that we believe in, and who believe in us. It's about creating the inspiration that launches the dreams and fulfills the aspirations of your company, your employees and of course, your customers.

So ask yourself this simple question: "Is my marketing working?" If the answer is unclear, then it's time you got to know the team at Obscura.

www.obscuracompanies.com