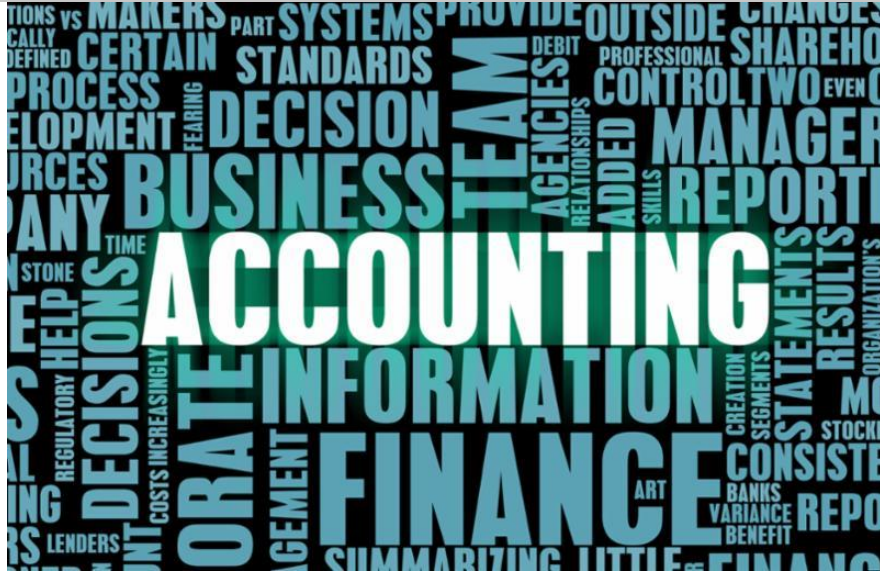


Leif Jensen and Associates

Solutions Based Consulting & Certified Public Accounting Firm



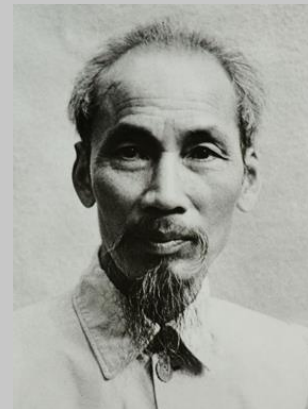
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Ho Chi Minn Business Philosophy

The Ho Chi Minh philosophy is as follows "Control all the villages and the city falls".

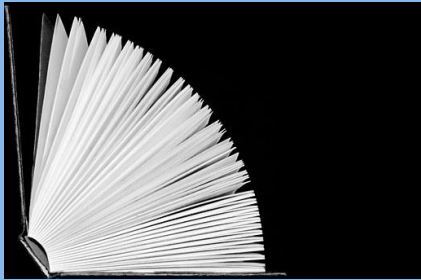
This philosophy would be utilized when you have a consumer product and you can't get in front of the right people at the whale table.



I was at a networking event and was talking to a business owner who had a product that was simple and unique. But he was seemingly only looking to get in front of whales only.

I suggested that he lower his sights and get in front of the mid-tier people. They are more accessible and are more likely to truly evaluate the proposal. I have found the mid and lower tiers who like the concept of multiple small income sources.

The whales discount revenue streams that don't make a significant splash for them to spend their time on. Also if the product takes off at the mid-tier level, the whales will then come to you.



Corporate books and records

Years ago you incorporated your business. Did you get the binder package for your corporate books and records?

Hopefully your answer is yes and that you have been having your at least annual meetings and maintaining your books and records (B&R).

But if I had to guess, I would guess that the answer to maintaining the B&R would be a negative. When I am meeting with clients especially if it is the 3rd Qtr review meeting I encourage client's to consider that meeting as their annual meeting and to write it up and put it in the B&R.

The corporate B&R should also have copies of all of your incorporation paperwork; as well as the paperwork from the IRS and the State, if the business is an LLC then a copy of the Operating Agreement. Bankers are typically looking for copies of your By-laws to allow the bank account to be opened.

If you have questions or concerns you can give up a call and we may be able to assist you, or we can

refer you to someone who can.

August...

August is the eighth month of the year and the sixth month in the Roman calendar. The Romans called the month Sextilis, which means sixth. Eight years before Jesus was born the month name of was changed to Augustus in honor of the Roman Emperor Augustus Caesar, because many of the important events in his life happened around this time of year.

The Anglo-Saxons called it Weod monath, which means Weed month, because it is the month when weeds and other plants grow most rapidly.

Featured Client



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