



Kate McDonald here, sitting in for the Boss Lady herself while she takes a much needed poolside break (that I may or may not have forced her into) with some of her favorite reads.

Yes, summer is here, and the living is easy, as the saying goes.

Well, at least it can be if you plan right.

Are you looking forward to The Summer of YOU after 2020's Summer of the Q? I bet you are and guess what? So are many of your employees.

Which begs the question: **How are you managing your time in your business while also giving your employees their well-deserved time off?**

Here at BB&A, we are all about working smarter, not harder, and the secret to making sure we all get to enjoy time off? Systematizing every chance we get.



Beth was inspired to systematize after reading "[Clockwork](#)" by [Mike Michalowicz](#) which, incidentally, was the first book she required me to read when I joined the BB&A team.

Even though I'm only a quarter of the way through "Clockwork," I feel like I am in

Beth's brain! I understand our goals, and more importantly, how systematizing helps us reach them.

Take taming the email beast, for example. Using an email management tool to filter, assign and collaborate directly through your inbox is a game changer. A great one is [Sortd](#). It's an All-in-one Sales, Service and Task tracking app for

Gmail Teams. For those of you that like to keep an organized, centralized and visually pleasing plan for projects, Sortd might be your jam. Check it out [here](#).

Adopting strict [naming conventions for files](#) is another way we use systems to our advantage. From receipts to client files, we have a standard, no-muss, non-negotiable naming convention: [Date YYYYMMDD], [Vendor], and [Amount] for receipts; [Date YYYYMMDD], [Report Type], and [Client Name] for client files. Anyone and everyone at BB&A can search for a client's information with a few keystrokes and always land on what they need and focus on tackling the issue, not poking around looking for information or, worse yet, asking around the (virtual) office for information and context.

If you're looking to streamline your processes or even get a little inspiration, Michalowicz is a terrific writer who offers relatable, real-life examples of how to make systems work for you and your business. Yes, creating systems takes time, but "Clockwork" will light a fire in you to put better systems in place and inspire you to achieve.

Gain some time so you can spend it the way you want, not the way you "have to."

Stay tuned for next month's topic: Delegating, which becomes a whole lot easier once you've systematized.

Two More Reads From Beth's Bookshelf

Self-Help:

Maybe you've already got your systems down pat and want to be inspired in other ways. If so, then dive into reading another inspiring book, "[You Are A Badass](#)" by [Jen Sincero](#).

I don't know a single person who's read this book and not been jumping up and down with excitement about how they can create greatness in their life. To boot, Sincero is HILARIOUS.

Guilty Pleasure Beach Read:

I nearly had to have an intervention with Beth to get her to admit to what she's reading purely for entertainment, and here it is:

[The Vampire Diaries](#) by [L.J. Smith](#).

You may be a fan of the show, but the book? WAAAYYY better! Vampires, werewolves, witches... you get the idea. Plus, there are several books in the series so that you can make an entire summer's read-a-thon out of it!

What are you reading for business and pleasure this summer? [Drop us a line](#) and share your favorites!

Kate



Small Biz Spotlight

Meet Leanne Knight! Leanne is the owner of [Authentic Vision Media](#). She is a graphic designer for social media.

Leanne supports small businesses by creating scroll-stopping and share-worthy social media graphics that clearly convey your message. If you like what you've been seeing on the BB&A pages, Leanne is your girl! She offers monthly Graphic Design Retainers for coaches and educators who have lots of ideas they are called to put into the world, and she also offers [Custom Canva Templates](#) for thought-leaders looking to stand out on social media.



Check out her [website](#), or connect with her on social media.

[Instagram](#) | [Facebook](#) | [LinkedIn](#)



Hitting the Books With BB&A

DIY QuickBooks Training for Entrepreneurs.

The [Hitting the Books for Entrepreneurs](#) Facebook group is LIVE! We are closing in on 100 members, building a community where small business owners (or employees) ask questions, share ideas about bookkeeping, and receive support from Certified QuickBooks ProAdvisors!

Don't miss out! Membership is free - [join us today!](#)

But that's not all!

We are getting ready to launch our online, on-demand course, [Hitting the Books with BB&A](#), on August 16th.

Designed for entrepreneurs frustrated with learning QuickBooks or who've put off dealing with them, Hitting the Books unveils the mystery behind bookkeeping and QuickBooks.

Led by QB ProAdvisor Elite/Boss Lady Beth Blaney, business owners will learn:

- How to navigate QuickBooks Online
- How to enter and match transactions
- How to populate and read reports

Ignoring your numbers isn't going to make them go away, and it sure won't help your business grow.

So don't wait! Go from discouraged to empowered by learning the numbers behind your business!

Here's what people are saying about learning with Beth:

"Beth commands great knowledge of this subject matter. She was great at explaining the small details that is required for accurate bookkeeping. I found her course valuable and would recommend it for anyone who wants to keep and maintain accurate records and accounts for their business."

Paul Clover, Occupational Health Connections

If you've decided enough is enough and want to get a handle on your bookkeeping, then [Hitting the Books with BB&A](#) is the class for you!

Need a little more incentive? How about a discount only available to newsletter subscribers?

Yep! That's right! [Pre-register by August 15th](#), and save 20% save via EARLYBIRD.

Go from discouraged to empowered by learning the numbers behind your business! Spoiler alert: You'll have more fun doing so than really should be legal!



At Beth Blaney & Associates our top concern is providing small businesses and solopreneurs freedom from the number-crunching and office work that pulls them from their fields of expertise. We relieve our clients of the demands of running an office so that they can find freedom to focus on what they love to do. We alleviate the stress and chaos that can accompany bookkeeping and office tasks. We also keep up with new regulations so you don't have to!

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