



Hey there!

Work Your Network!

One of the biggest compliments a business owner can receive is when someone in a similar business comes to them for advice.

A fellow bookkeeper approached me a few weeks ago looking for tips on how to grow her own bookkeeping business. She had read The Boston Globe article that featured companies that had grown during the pandemic and saw that the writers included me. Curious to learn how I got great press, she reached out to ask me, "How did you do it? How did you get your business to grow to the point where you're getting press about it?"

The answer was simple: **Networking my tush off.**

For as long as I can remember, I've made a point of connecting with people in person (when we could). Still, I also belong to dozens of online networking groups on Facebook and regularly check-in on LinkedIn to engage with connections and make new ones. I make a habit each day to spend time posting, sharing, and commenting so that people see my name, and over time, learn who I am and what I do.

As a result, 99% of my business comes from referrals in my established networks, and those new clients end up referring Beth Blaney & Associates as well.

I'm an extrovert, so networking comes easily to me! I know not all of you fall into that camp, so I want to invite you to think about networking differently: **networking is like making small, incremental deposits in the bank.** Over time, all those deposits lead to a big ole' **chunk of change that you can draw on when the time is right.**

Next month, we'll dive into my hot tips for how to make those deposits! Stay tuned!

Let me know how *you* like to connect with other business owners. And I'd love if you'd follow me on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter](#) (or all of them!)

for more insights and ideas!

Happy November!

-Beth

Email Beth

P.S. Share your secret weapon to running a smooth, successful business with your friends and family by having them [book a strategy call!](#)



Beth's Blog Series



Tip Number 8: Be Honest!
(With yourself and the IRS)

We've all heard the adage, "Honesty is the best policy," but what does that mean when it comes to your business? Living by the numbers and being honest with what they represent. Here's how:

Track your income

Many business owners are paid as contractors, not employees, and therefore receive 1099's from clients for their work. You do not want to rely on those 1099's at the end of the year to state your income. You want to have some sort of tracking system to know precisely every dime that comes into your life that is income, and you want to record it.

My advice?...

[Keep Reading...](#)



New Course Offering!



Center for Women & Enterprise
Your Vision. Our Mission.

I have some WONDERFUL news! I have been asked by the [Center for Women & Enterprise NH](#) to teach a series of courses for small business owners! Teaching is one of the things I love and I am so excited to get started!

My first course is called Keeping the Books. It's for all business owners, whether you're just starting out or seasoned. I'll be sharing an introduction to best practices in keeping books for your small business.

Even if you have an accountant, this class will help you understand why good bookkeeping is valuable for effectively running your business.

And the best part? It's completely online!

For more information or to register, you can check out the [course listing](#).



Small Biz Spotlight

[E Squared Marketing](#)



**Squared
Marketing**

E Squared Marketing provides powerful brand strategy and digital marketing services to solve complex business issues. Their comprehensive online strategy will reach your target customers across multiple platforms and make your business impossible to forget or ignore.

They are a dedicated team of marketing professionals who take your business' goals and knock them out of the park. They bring a personal touch to everything they do--And they're just as committed to having fun as they are to flawlessly executing results-driven marketing strategy.



Find them on [Facebook](#) and [Instagram](#) or visit their [website](#) to see how they can help you!



Beth's Favorite Things



Shortkeys & Fastfox

This month, I'm sharing not one, but two of my favorite things! They both make life a little bit easier and crank up your productivity.

Shortkeys and Fastfox are text expanders. They're designed to help you type faster AND more accurately. You create abbreviations (or shortkeys) for longer words and phrases you use

frequently - which will ultimately save you time.

If you want to store frequently typed text safely and avoid typing out the same things over and over again, Shortkeys and Fastfox are both great options for you!

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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