



Hey there!

### Connecting the Financial Dots

If you know me, you know I am a connector. I love introducing people to one another, especially when I see an opportunity for them to work together and collaborate. Being a cheerleader for my clients is one of my favorite parts of being a business owner!

Getting to know you personally while managing your bookkeeping is another form of connection. When I dive into your books, I look for patterns, and what I learn **helps me help you** grow your business.

You know I love an example, so here's a quick one: One of my e-commerce clients wants to grow her business from part-time to full-time.

Now typically, business owners who face this struggle think, "I have to sell more." I say, "**Look at what you're spending.**"

By looking at her [chart of accounts](#), I saw her shipping costs were very high. Why? Because she was purchasing them in small batches on amazon instead of seeking out wholesale pricing.

After a little bit of online research, I found a wholesaler that provided the same quality, fun-styled packaging her clients loved (Bonus! No sacrificing her brand!). By applying an additional [Rakuten](#) discount, we cut shipping costs substantially!

Multiply that savings each month, and my client is one step closer to achieving her goal of taking her business to full-time status!

Connecting with clients, and connecting the financial dots is what we're all about. I'd love to connect more with you.

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 October!

-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*

# Tips for Financial Success



## **Tip Number 7: Keep Electronic Records.**

True confession: Not only am I a QuickBooks nerd; I love my scanner.

Now I know that many people love their paper and love their shoeboxes full of paper receipts and records. I know this because many of you are my clients.

But me? I believe shoeboxes are for shoes, and records belong...

[Keep Reading...](#)



# Small Biz Spotlight

## Experimax Burlington, MA

### Experimax

is the place to go for the buying, selling, and repairing of computers and mobile devices.



Greg Klein-Hertzel is a rock-star franchise owner and networker. You're kinda missing out if you don't know this guy.

Find them on Facebook and Instagram or visit their website to see how they can help you!

**A few examples of what they offer:**

<b>Experimax</b>		
<b>Who is Experimax?</b>		
Experimax is a one-stop-shop I.T. resource business. We have custom fit options for your personal life and/or business solutions		
	<b>Personal</b>	<b>Business</b>
<u>PURCHASES</u> - COMPUTERS, TABLET & SMART PHONES	✓	✓
<u>FREE MONEY</u> - WE PURCHASE YOUR OLD ELECTRONICS	✓	✓
<u>FREE RECYCLING</u> OF ELECTRONICS	✓	✓
<u>REPAIR</u> YOUR COMPUTER, TABLET OR SMART PHONE	✓	✓
<u>UPGRADE</u> YOUR CURRENT DEVICE	✓	✓
<u>CUSTOM BUILT COMPUTERS</u>	✓	✓
<u>FREE ONE YEAR WARRANTY</u>	✓	✓
<u>DISCOUNTED</u> BULK PURCHASES		✓
<u>I.T. SUPPORT</u> / ANITVIRUS SOFTWARE	✓	✓
<u>CELL-PHONE RECEPTION BOOSTER</u>	✓	
<u>COMMUNICATIONS</u> - INTERNET, BUSINESS PHONE		✓



# Beth's Favorite Things



## Dubsado



Ok, so this isn't one of my favorite things *yet*... But I have a feeling that it's about to be!

As you know, I'm a sucker for anything technology-related that will make life *easier* for my clients and for myself! SQUIRREL!

I was in need of making the new client onboarding process easier. My process includes: HelloSign, Trello, 1Password, Dropbox, QuickBooks, Google Forms, Slack, and some deep breathing.

After tons of research, YouTube videos, and Facebook polls, I decided on Dubsado. It's *supposed* to make the whole process seamless, easy, and majorly automated.

I bit the bullet and decided to **hire** a specialist to set it all up for me. Stay tuned!

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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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