



THE ADVISORY TEAM LLC
A Mackey McNeill Company

{ Cultivating Prosperity }

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Dear Appreciated Clients and Trusted Friends,

It is with pleasure and excitement that I am sending you our first issue of the Cultivating Prosperity Newsletter (www.cultivatingprosperity.com). It will be sent out every other month and will include featured success stories of our great clients, grow your business tips, favorite web-sites and a list of our upcoming classes.

With just as much excitement and perhaps even more anticipation, we are also sending out our inaugural edition of The Joy and Money Newsletter (www.joyandmoney.com). This newsletter will be published every other month -- and will feature inspiring stories and news for bringing joy and abundance into your life.

For this first issue, you will receive *both* newsletters -- so you can check it out. If you would like to change your subscription settings -- please send an e-mail to info@mmmpsc.com. Or, simply drop me a line to tell me what you think of our new web-site and newsletter!

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Client Focus: New Year, New Goetta!



"If you are feeling overwhelmed and all alone, you are probably working too hard "in" your business and not enough "on" your business. Join the "Grow Your Business" monthly meetings at The Advisory Team! Learn from Mackey McNeill and from your fellow business owners." - Dan Glier

Dan Glier, owner of Glier Meat's is a big fan of Goetta. It has been what his company has done best for over 50 years. He is also a big fan of Mackey McNeill and her firm, The Advisory Team, a Mackey McNeill Company. "I have been a customer of Mackey's since she started her business 20 years ago. They have helped me transform my business," explains Dan.

About 10 years ago, in the midst of industry consolidation, Glier's Meats found themselves having to compete with giants such as Kahn's and Sara Lee's and to service customers that were also consolidating – and buying from fewer suppliers. Prices were being squeezed. The future seemed a bit uncertain. Dan Glier partnered with The Advisory Team and became an active participant in the "Grow Your Business" monthly meetings to come up with a plan.

"The Advisory Team was my coach. They helped me focus on my UCD (Unique Core Differentiator). Everything kept coming back to 'What do we do best?' We made the choice to be The Goetta People." And, they are! Glier Meats is selling more Goetta than ever, and recently expanded their product line to include "New Goetta" -- Sandwich slices, Breakfast Links and Bun Links. This means more options for hungry Cincinnatians.

And, they are hosting an ever-growing Goetta Fest again this summer – this time at Sawyer Point. Dan's New Year's Resolution? "Sell More Goetta!" The Advisory Team hopes he does and is behind him all the way!

Visit Dan's web-site at www.goetta.com!

What's New?

Cheryl Hickerson has joined The Advisory Team as Director of Compliance & Customer Service. Her credentials include a Masters degree in Taxation from University of Toledo, a Bachelors degree in Accounting from Central Michigan University, and over 14 years of tax/accounting experience. After 2 years with The Advisory Team as Office Manager, **JoAnn Utley** will be leaving to pursue her passion of teaching and practicing Reiki. We wish her all the best! And, we welcome **Jane Fleisch** as the New Office Manager. A Native of Northern Kentucky, Jane recently moved back after living in St. Louis. Referred to us by a client, she is so happy to be 'home' and is ready to jump into her new position.

The Four Ways to Grow Your Business

When you think of growing your business, most likely you think of new customers. And that is one way to grow your business. In fact, there are four ways to grow your business.

And they are:

1. Increase the number of customers (of the type you want)
2. Increase the number of times customers do business with you
3. Increase the average sale
4. Improve the effectiveness of every process in the business

Increase the number of customers (of the type you want):

Notice, I said "of the type you want." My experience is that clients are not crystal clear on the type of clients they are looking for. To get what you want you must know what you want. It is that simple. Look at your present customers. Identify your best customers. How would you develop a marketing plan to attract these customers?

Increase the number of times customers do business with you

Did you know it costs six times more to get a new customer than to keep one? It only makes economic sense to nurture and cultivate the customers you have. How do you get started? Some possibilities include: a frequent buyer card, adding a product or service line, increasing the frequency of customer communications. Put your thinking cap on and the possibilities are endless.

Increase the average sale

Ever wonder why at the fast food restaurant they ask, "Would you like to super size that?" That is because they have the concept of increasing the average sale as part of their processes and systems. Ask yourself, how might I do this in my business?

Improve the effectiveness of every process in the business

Every business is a series of processes. Even how your phone is answered is a process. Ask yourself; is it the most effective process? Notice the word is not efficient. It is effective. The most efficient process for answering your phone may be by an answering machine. But is it effective in interfacing with your current and prospective customers?

If this topic peaks your interest, join us March 16 for a Grow Your Business workshop and learn more. Or we have many other classes, too! www.cultivatingprosperity.com

News you can use

In the past, internal control was something only auditors concerned themselves with. Today, it is everyone's concern.

Employee fraud is escalating. There are many sources for this trend. Easy credit, in a culture focused on consuming, creates credit card abuse. Gambling is often just a short drive and a fun night out. And drugs and alcohol play their part as well.

The simple truth is good people sometimes develop bad habits. Bad habits combined with a lack of proper internal controls in your business are a disaster in the making. Internal control is developed by looking at your accounting processes such as, cash receipts, inventory control, payables, receivables, and reconciliation processes and asking a simple question. Is there a system of checks and balances in place? Or does one person have total control of this process?

We are here to help.

Check out this Website: The Business Owner's Toolkit site offers forms, articles, helpful hints, analysis spreadsheets, and more. If you have a business question, this site can help. And it is easy to navigate as well! <http://www.toolkit.cch.com/>

Inspiring Quote: *"An ounce of prevention is worth a pound of cure."* Henry de Bracton

Mission Statement: "The Advisory Team provides financial services which are comprehensive, value added and holistic to businesses and individuals. We deliver our services with care and concern. We provide a joyful and engaging experience for our clients and team. Our goal is to contribute to the forward movement of our community, and to live our values through our work."