

Newsletter

Provided by Backyard Bookkeeper.

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Company News

Website

The new website is up, and we will be adding helpful resources and useful content on a regular basis. You can view the new site at <http://www.backyardbookkeeper.com/>
Please contact us with feedback and to request topics.

New Addition: Assistant Extraordinaire

Last week we welcomed Laura Ewald, a budding accountant, to our team. She recently moved here from New York to get her Master's at the University of Utah. She loves the outdoors, even when it means she might show up at work on crutches. Like Julie, she actually enjoys number crunching.



Marketing Magic

In addition, Alex Mic-Podar has officially joined the company instead of just helping out on a volunteer basis. She will be putting her marketing instincts and client relationship expertise to work for us.



What can Backyard Bookkeeper do for you?

I'd like to say a few words about what Backyard Bookkeeper does. Alex said to me a while ago, "I know what sets you apart from other bookkeepers: the difference is that you do bookkeeping because you love it, and others do bookkeeping because their clients think it's boring." It's true! I do love bookkeeping. I love to organize, figure out solutions to unique problems, set up good systems, find and fix mistakes, help people stop making mistakes, get clients caught up, and . . . The list goes on.

Backyard Bookkeeper provides a variety of services. However, what it boils down to is that we want to make sure that you, our client, always have a clear picture of what your finances are, and that you have all the information you need to make good decisions. Our goal is to make your finances completely transparent and accessible to you. By *transparent*, I mean that if I give you a financial statement about your business and you ask me, "how on earth did I spend that much on supplies last month?" I will be able to whip out a list of specific instances when you bought supplies, so you can see exactly when, where, and how much. By *accessible*, I mean that you get that information in a timely manner and in a format that makes sense to you.



When I clean up a company's books and get them to this point, it really is a beautiful thing. I love knowing that every expense has been accounted for and that all the accounts have been reconciled down to the penny. I love knowing that the system I set up to report daily sales is working and doesn't take much maintenance. I love looking through financial data and seeing that all the loose ends are tied up, away, and into oblivion.

Maybe you are chuckling over my love of accounting, but just ask yourself: who would you rather have working on your books? A CPA who uses the "slash-and-burn" technique, an indifferent business owner with minimal accounting experience, or a competent bookkeeper who will treat your books like a work of art?

∞ Julie DeLong

Tip of the month: Reduce your promotional costs by visiting www.underabuck.com.

"Let someone else do your dirty work."