

# puretalentreview

Q U A R T E R L Y N E W S A N D P R O M O T I O N A L T I P S

## New Contributing Writer



An organized business plan is an essential key to success with a new business endeavor according to Karmen Booker, an attorney, business consultant and small business owner. Karmen contributes valuable business start-up advice in this issue of *Pure Talent Review*. See page three where Attorney Booker offers successful business planning techniques to help you get your business started in the right direction.

Karmen Booker is the owner of Compu-Perfect Professional Services, a

business consulting firm that specializes in business incorporation, establishing limited liability companies, drafting and reviewing contracts and more. She is also the author of *Biblical Entrepreneurship, Operate Your Business God's Way*, a book and video set. In her book, Karmen discusses seven vital steps to starting a business and provides detailed information on the legal requirements involved. You may contact Karmen Booker via email at [kbooker@victorypress.net](mailto:kbooker@victorypress.net) or visit her web site at [www.compuperfect.net](http://www.compuperfect.net) for more information.

## Give Uncle Sam a Smaller Bite

If you're recovering from a painful bite that Uncle Sam took out of your hard-earned business profits in 2004, here is some helpful information for lowering your tax bill in the future.

The IRS expects you to have what they consider "ordinary, necessary and reasonable" expenses from running your business. Claiming these deductions helps reduce your overall tax bill. These deductions should include any purchases or expenses that are clearly needed by your business. Any extravagant purchases may be subject to scrutiny by the IRS and put you at risk for an audit. To help avoid an audit and keep deductions justifiable, consider only those expenses that you wouldn't ordinarily have if you didn't have a business.



So what's deductible? All the deductions listed on the IRS Schedule C, Profit or Loss from Business, Self-Employment income tax form. In addition to those, you should also include more specific expenses like accounting, bank charges, delivery and freight, professional dues and subscriptions, web site design, maintenance and hosting, Internet access, janitorial services, parking and tolls, pension and profit sharing plans (administrative costs), postage, design and printing, security, small equipment and tools, taxes (real estate, payroll, sales), telephone, tools, and uniforms.

Be sure to consult your tax preparer to determine the validity of any deduction you claim. As long as your expenses are legitimate, you should take full advantage and reduce the size of Uncle Sam's bite.

Source: [smallbusinessstaxcenter.com](http://smallbusinessstaxcenter.com)

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## Recent Pure Talent Projects

### Project: JTSCCON's Business Card

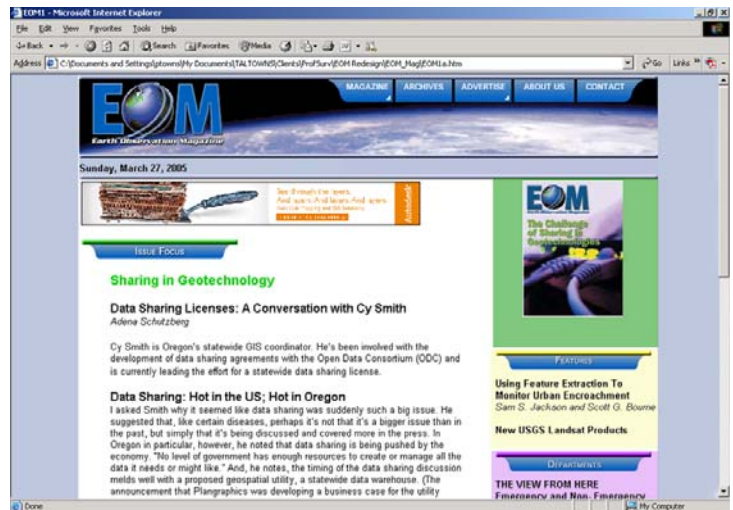


**Situation:** Visionary Denise Wilkins is developing a network of Christian organizations to work together in developing programs that will help improve the quality of life for at-risk teens. Through the Jesus the Spiritual Connection Christian Outreach Network (JTSCCON), Denise works to coordinate, administer and implement successful outreach programs directed at teens in the Washington metropolitan area. Members of the JTSCCON network come together to share proven techniques, institute successful programs and develop new programs that will make a positive impact on teens.

**Solution:** To get the word out about the JTSCCON organization and gain support for their efforts, Pure Talent created a two-sided business card for Denise Wilkins to clearly present the organization's contact information and empowering tagline to potential members and financial supporters. The existing JTSCCON logo was added to a celestial background to emphasize the positive spiritual nature of the organization and the Godly possibilities for the future of teens who need a leg up to reach for the stars.

### Project: EOM Online Magazine Redesign

**Situation:** GITC America, Inc. publishes 27 magazines that focus on geo-technology. In February, GITC transformed their monthly printed magazine, *Earth Observation Magazine (EOM)*, into an online only magazine. EOM had previously been printed and distributed since 1992. This magazine covers the techniques and benefits of remote sensing technologies. GITC needed to take the printed magazine to the web without jeopardizing any content or losing readership.



**Solution:** Pure Talent designed a series of page templates that could easily accommodate the magazine's variety of editorial, articles, stories, photographs and advertisements. The preformatted template designs will allow EOM's editor to drop content, images and advertisements where they fit most effectively. The simple layout designs help to present the content of the magazine in an attractive and interactive way that allows visitors to easily find the information they want.

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Planning for Success:

## Effective Business Planning for Starting Your Business

by Karmen A. Booker

There is no way to eliminate all the risks associated with starting a small business. However, you can improve your chances of success with good planning and preparation. A good starting place is to evaluate your strengths and weaknesses. The first thing you need to do is ask yourself is – *Is Entrepreneurship for You?* It helps to carefully consider each of the following questions:

**Are you a self-starter?** It will be up to you – not someone else telling you – to develop projects, organize your team, and follow through on details.

**How well do you get along with different personalities?** Business owners need to develop working relationships with a variety of people including customers, vendors, staff, banks and professionals such as lawyers, accountants and consultants. Can you deal with a demanding client, an unreliable vendor, or cranky staff person in the best interest of your business?

**How good are you at making decisions?** Small business owners are required to make decisions constantly, often quickly under pressure and independently.

**Do you have the physical and emotional stamina to run a business?** Business ownership can be challenging, fun, and exciting. But it is also a lot of work. Can you face 12-hour workdays, six or seven days a week?

**How well do you plan and organize?** Research indicates that many business failures could have been avoided through BETTER PLANNING. Good organization of financials, inventory, schedules, and production can help avoid many pitfalls.

There are three types of people who want to start their own business:

1. Those who have an idea and never put their ideas into action;
2. Those who have ideas and say “Let me do this and see what happens;” and
3. Those who have ideas, plan how they are going to transform their ideas into a vision, and implement their vision.

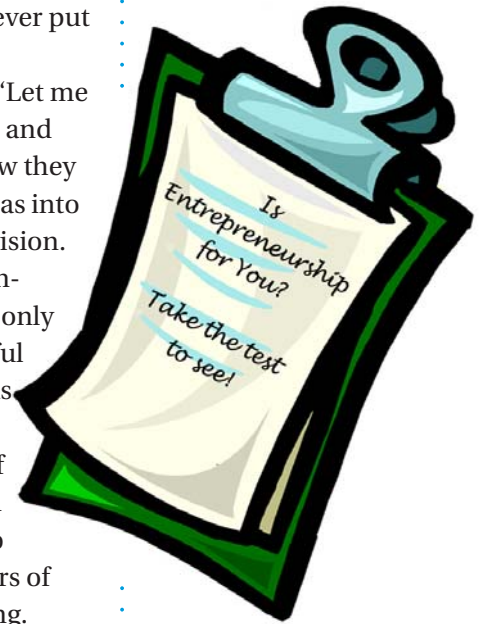
Of the three kinds of people mentioned above, more than likely, the only type of person who will be successful is number three because he/she has engaged in PLANNING – the key ingredient of success. As a matter of fact, the Small Business Association (SBA) estimates that 80% of start-up businesses fail in the first three years of operation due to the lack of planning. *Therefore, it is crucial to convert your ideas into a Business Plan (plan of action) in order for them to produce fruit.*

**The Business Plan is the foundation of the long-term success of any business venture.** It must be realistic, well-conceived and researched, communicated to all levels of the organization, followed, measured, reviewed and refined.

An effective business plan offers:

- Clear direction for the organization
- A focused organization working together
- Prioritization of needs
- Participation of all levels in developing the plan
- Improved communication
- Ongoing analysis and improvement
- A benchmark for evaluation
- Forum for idea generation and sharing
- Higher expectations
- Higher performance

Start planning today, don't delay – you will be on your way to operating an efficient business that is well planned and destined for success.



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*Writing that Sells*

## Work with AIDA for Marketing Success

Attention, interest, desire and action (AIDA) are the key concepts to include in anything you write to promote your business, products or services. From your brochure to your web site, effectively written and designed marketing materials work to get the attention of your intended audience, stimulate their interest in your products or services, entice their desire for more, and encourage them to take action.

Use a creative headline to grab their attention. Ask a question, promise a solution or present a positive testimonial. Relate your headline to your audience's specific situation and appeal to their emotions.

To hold their interest, relate your information to their needs, desires or concerns. Draw them in by presenting your information from your prospects' point of view. Use simple and clear language to improve readability and comprehension.

Remember, features like color, size, availability all provide usable informa-

tion, but it's the benefits that actually sell a product or service. Present your benefits like time saving, improved productivity, increased profits, etc. Your prospects want to know what's in it for them. How will your product or service improve their situation?

Demonstrate the product or service or the positive result from using the product or service. Present the benefits to be gained or solutions you provide in a way that is believable and understood. Add credibility with facts, testimonials or credentials that will build the reader's confidence in your product or service.

And don't forget to ask for their business by encouraging the reader to take action. Get them to call, visit your business or web site or place an order by supplying motivation or an incentive – a coupon, deadline or limited offer.

Remember the AIDA rules for writing successful marketing communications or visit the Pure Talent web resources at <http://www.puretalent.net/resources.html> to download the worksheet for developing content for your marketing materials.



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