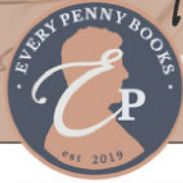


Penny Wise



NOVEMBER 2023

Can you believe it's already November?!

Getting into the spirit of a month that's all about thankfulness, I want to take a moment to express how grateful I am for each one of you! **THANK YOU** for your support of my small business.

November is full of fun holidays, but one of my favorites is International Accounting Day! Keep an eye out for a behind-the-scenes journey on how I got to where I am today!

Make Next Year's Taxes Easy As Pie

MAKE A LIST of all the documents that were needed for your tax return this year. Mark documents as final if they're for an account that was closed last year.

FILE YOUR RETURN as soon as you have all your tax documents ready to go!

WORK WITH a bookkeeper and tax professional! The most stressful part of tax season is being worried you're going to screw something up by doing it all yourself.



NOV
25

Small Biz Saturday

MY FAVORITE FREE WAYS TO SUPPORT #SMALLBUSINESSES

- ♡ Like, follow, and share their posts on social media!
- ♡ Refer your friends and family to them!
- ♡ Leave them a review or testimonial!
- ♡ Attend their events and invite another small biz owner!
- ♡ Sign up for their newsletter (or forward to a friend!)

Channeling Bob Barker

One of the biggest things I see entrepreneurs mess up on when they start their business is how to price their offerings strategically.

It's easy to want to price as low as possible to get your foot in the door, but how can you handle increasing your prices later on? Hit **REPLY** and let me know you'd like your free copy of my Pricing Guide to learn more about the most common pricing strategies and what questions you should be asking yourself!



I'll leave you with a friendly reminder for Black Friday sales! When it comes to buying something for your business: if you can find a **GREAT** deal on something you already need for your business, go for it! But, don't buy *just* for the sake of getting a write-off. Is your business doing a fun Black Friday sale? Send me a link, I'd love to share it!



~Lourene