



# THE SERVICE BUSINESS

— BOOKKEEPER, LLC —

## Profit, Profit, Profit

(Not a 4 Letter word by the way)

Welcome to our monthly newsletter. Each month we look for content that our clients, potential clients, or any business owner might find beneficial to their business. We respect anyone who decides they are going to start a business and go out and compete in the world. Not an easy thing. This newsletter is dedicated to all those crazy fools!

We hope you enjoy this month's issue. Here we go!

---

## **Strategies to increase profit (not a 4 letter word)**

While searching for some ideas for this month's newsletter, I came across a great article by a writer named [Tonia Dabwe](#) from [Guide My Growth](#). The article gives 5 great strategies to entrepreneurs to make their business more profitable, often without increasing sales. Business owners sometimes get caught up in the singular mindset of increasing sales to increase profit. This is vital to a business of course but making more from what you are currently taking in creates a 1-2 punch that can really drive the bottom line. I thank Tonia for a great read and hope you find it useful.

<https://medium.com/guide-my-growth/5-strategies-to-increase-profits-for-a-service-business-70c54905a380>

## **Do you have a business plan?**

Most service businesses do not have business plans. I think there are many reasons for this. The GRIND being on top of the list. Setting up jobs, making sure your trucks are stocked, getting the techs out on the road, fielding calls and complaints (everyone gets some), can be exhausting. Sometimes it's hard to think about 5, 10, 20 years down the road when you are wondering how you will get through today. But the future always gets here, whether we are prepared or not. Below is an informative article by a writer named [Susan Marambino](#) that explains why it's so important to plan ahead.

<https://www.linkedin.com/pulse/5-reasons-business-owners-dont-engage-planning-susana-marambino>

---

## Get Free Stuff!

As a bookkeeping firm specializing in service businesses, I decided a while back that it would be a good idea to start getting some trade magazines delivered to the office. We get publications that target some of our clients specific areas of expertise. And the best part is they are almost all free. Not that we are looking to be plumbers or HVAC guys or Dentists, but we scan the magazines we get delivered and occasionally see something we think might help a client (cool new tool, new method of doing something, etc.)

We also encourage all our clients to sign up for their specific trade magazines. A 10 minute scan a few times a month can sometimes spark an idea or teach you something. Here are some suggestions:

[Dig Different- Excavators](#)

[Cleaner Magazine- Plumbers](#)

[Municipal Sewer and Water](#)

[Aqua Magazine- Pool Professionals](#)

---

March, 2024

# Thank you and see you next month!

Robert Flynn

The Service Business Bookkeeper, LLC

[Photo courtesy of Scott Graham](#)

