



BOOK MARK LEE

Professional & Corporate Developer
Helping ambitious professionals achieve key business goals

www.BookMarkLee.co.uk

Hi

Thanks for still being there – despite the heat!

Each month new people add themselves to my list and a few choose to remove themselves. Details on how to do both are at the end of this email. Currently over 2,600 people are on the list.

By next month I will have divided my lists so that I can send one newsletter to professionals and one to non-professionals. Please bear with me in the meantime.

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How are things?

I find the email newsletters that contain a personal update far more compelling than those that are wholly generic. In the hope that you're similarly minded ...

One of my best moves in recent months was to join [Ecademy](#) – which is a fabulous online and offline 'business and beyond' networking community. You can find out more about it [here](#).

In summary – life is good and the future looks bright. If you think there may be some way in which I could help you, do please get in touch. I'm always happy to talk.

NB: I have had the same mobile phone number 07785 243923 for over 6 year. For reasons I do not understand I may not have access to it much longer. I remain hopeful there will be no break in communication but if the connection is lost you can reach me on 0845 056 0536 or by email:

Mark@BookMarkLee.co.uk

How easy do you make it for your accountant?

Do you share your plans, dreams and ambitions with your accountant? Or do you only tell him about things after you've done them?



I am a member of The Magic Circle so I could excuse anyone who might think I was a mind-reader too. Your accountant however is unlikely to know what you're thinking. This means you have to tell him/her what you're planning to do before you finalise your plans. If you don't do this he/she cannot give you advice to keep the tax consequences to a minimum.

One unfair criticism of some accountants comes when they are unable to give constructive advice AFTER a transaction has taken place - or even after things have moved too far towards a conclusion.

It's very hard for anyone to plan AFTER the event. It's like looking at a map to find the shortest route after you arrive at your destination. You might have found it by luck or you might have gone a really long way round. Either way you can't put the petrol back in the car.

So - if you want to get good advice from your accountant, make sure you share your plans, dreams and ambitions. If he/she isn't interested you may want to find someone who is.

A good accountant will encourage you to do share relevant ideas and plans anyway so as to avoid being in the embarrassing position of having to say 'yes' when you ask: "Oh, by the way, I did [this]; does it matter?"

My blog – Sharing accountants' secrets - is regularly updated with practical advice and observations for users of accountants and tax advisers.

<http://bookmarklee.blogspot.com>

Saboteurs of success

Do you know anyone who sabotages their own success? It seems I've been doing this – to a degree.

Four years ago I developed what I thought would be a really attractive talk for accountants and tax advisers 'How to make more money from your tax work'. I have given the talk many, many times and it's always been well received and generally scores either 4 or 5 out of 5. But whenever anyone has called to ask me what talks I could do for them I've always struggled to 'sell' this one.

A newer talk I've developed on 'How to avoid tax related professional negligence claims' is attracting far more interest and I rarely need to 'sell' it at all. Why do you think that is?



I had assumed it was simply because, sadly, many accountants and tax advisers are more risk averse than they are interested in making more money. That may well be part of the reason.

Recently however I have benefitted from spending time with two independent speakers/trainers. They each have very different styles but one underlying message I gleaned from both of them is much the same. They have opened my eyes to a completely new approach that runs contrary to perceived wisdom. I can now see why either of their 'styles' would be far more successful than conventional 'sales' techniques.

If you'd like a clue as to what I learned let me just say that I'm going to retitle the old talk: 'How to avoid disappointing and losing your tax clients'.

If you'd like to find out more about either technique or style I can heartily recommend both of the following – notwithstanding their very different styles and approaches:

Marcus Cauchi runs England's first Sandler Sales Institute. You can find further [details here](#).

Richard White focuses on 'soft selling'. You will find further [details here](#).

If you would like to know more about my current talks you will find further [details here](#).

Mentoring

I'm seeking feedback on the best way to summarise this aspect of my services – in terms of the benefits to firms who engage me and the rationale for doing so.

One approach that seems to resonate with forward thinking managing partners is that external mentoring can help speed up the ROI of the enormous sums already invested in the technical development of managers and junior partners. It can also help avoid the hassle and cost of replacing key people who might otherwise choose to leave the firm.

Mentoring can act as a powerful motivator by evidencing the firm's commitment to help the individual enhance key skills. Thus mentored managers and partners are more likely to stay with the firm and be of more value to their fellow partners. It's also more cost effective and more focussed than many 'skills' courses.



And of course my background evidences that I'm no outsider trying to adapt general theories to professional life. I've been there, done that, bought and sold the t-shirt.

Does this resonate with you? If so, please get in touch and I can send you further details of my mentoring services, terms and fees.

If you have ideas as to how I might enhance the 'sales' message of my mentoring services I'd also value hearing from you. If your ideas prove more successful I'd be keen to offer you an appropriate 'reward'.

Further information is available on the [Mentoring pages](#) of my website www.BookMarkLee.co.uk.

You can reach me on 0845 056 0536, 07785 243923 or by email: Mark@BookMarkLee.co.uk

Is your accountant one of the good, the bad or the ugly?

If you are an entrepreneur, self employed or run your own business you should have something valuable to contribute to a short survey I have prepared. Your responses will add to the research I have undertaken for a [new talk](#) and written material that will reveal how you can get more value and greater benefit from your accountant. You can reach the survey using this short-cut: <http://tinyurl.com/h2jjo>.

You do not have to identify yourself to complete the survey but if you do I will gladly send you a complimentary list of some of my top tips to get more value from your accountant.

If you know of any business groups or trade associations that might be interested in booking this talk for their members please let me know.

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Blogs

I now have two blogs where I post what I hope is useful information and ideas. Neither blog contains diary related info.

The [main blog](#) is linked to my website and contains related ideas, thoughts, inspiration and useful links. It's easier and faster to update the blog than the website. I've included a ['New to Blogs'](#) page which contains a few short points to assist visitors who might find it helpful.



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The second blog is specifically aimed at sole traders, entrepreneurs and other business owners who would like to get more value from their accountant. I update it almost daily. <http://bookmarklee.blogspot.com>

Recommendations

Useful websites

[Wikipedia](#) – if you haven't found this online encyclopedia yet, now is your chance. It's extensive entries are not moderated so can be biased or even wrong. Even with that caveat it's awesome as it contains so many clickable cross refs and a range of views on almost all topics. Check out this [entry re Blogs](#) for example.

Fun website

www.googlism.com – yes, I'm a bit of a Google fan. Here you can find out what Google thinks of you (or it might be more about others with the same name as you).

Final thought

Thanks for reading to the end of this newsletter. [Please forward it to your accountant and/or solicitor \(if you have one\) and to any other colleagues or friends who you think might find my activities/ideas of interest.](#)

Many thanks

Regards

Mark Lee

Professional & Corporate Developer

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M: [07785 243923](tel:07785243923)

T: [0845 056 0536](tel:08450560536)

E: Mark@BookMarkLee.co.uk

www.BookMarkLee.co.uk

Mark Lee helps business people and the self employed get better advice at a lower cost from their accountants.

<http://bookmarklee.blogspot.com/>

Mark's advice here comes through his writing, his website and through speaking at conferences and seminars. He was previously a practicing Chartered Accountant and tax adviser for almost 30 years.

Mark also helps create the next generation of profitable partners in professional firms. He mentors prospective partners and junior partners who have the technical skills but who have yet to develop the all around business skills they need to perform effectively as partners. Effective mentoring motivates them and enables them to be of more value to the firm and to their clients. www.BookMarkLee.co.uk



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