

DIVERSIFIED STRATEGIES

Semi-Annual Newsletter

June 2015

Message From The President



I hope that 2015 has been treating you all well so far. This year has been very fortunate, as well as busy for the Diversified Strategies family. This would not be possible without each and every one of you all, so thank you for always supporting us. Just as I had big plans for last year, I have very big plans for this year.

Christmas Party Opportunity

With last year's Christmas party being such a success. We decided to expand the opportunity to all our bookkeeping clients by creating a joint-venture Christmas Party.

We would like all of our bookkeeping clients to be a part of our planning process and have a say in what they would want to have at the Christmas party. We plan to rent a hall, cater the food, provide music, door prizes, pictures and more. This is one way where small businesses can have a **BIG** impact on their employees and families. If you are interested, call for more information.

The deadline for a response is **July 24th, 2015**. Be on the look out for our letter and flyer!

"Most new jobs won't come from our biggest employers.

They will come from our smallest. We've got to do everything we can to make entrepreneurial dreams a reality."

Ross Perot



The Diversified Strategies Team

Listed left to right starting in the back row: Bruce Vernon, Taeron Sloan, Blake Huffman, Deena Wyatt, Jameika Simmons, Linda Carrington, Sondra Beatty, and Julisa Gibson

In This Issue

- President's Letter
- Christmas Party Opportunity
- Personnel Update
- New Clients
- Expanded Services
- New Marketing Techniques
- Client Opportunities



The insurance agents of Diversified Strategies (shown from left to right): Harry Vanhosen, Kyle Edwards, Deena Wyatt, Randy Brown.

Deloris Warren, Lisa Barnes, Sara Brooks, and Gail Finney are not shown.

Personnel Update

As you all know Diversified Strategies would be nothing, if not for the team that helps ensure our success. Since the year has begun, there have been multiple changes in the office as well as at home.

New Employee Welcome

We would like to welcome Julisa Gibson to the Diversified family. She is a mother of four, from California, and was stationed in Italy before becoming a part of the Diversified Strategies team. She is fluent in Spanish and is our administrative assistant. Many of you have already had the honor of meeting her.

We also want to welcome our newest insurance agents to the Diversified family. We are currently offering **FREE insurance reviews** and will be calling you soon to schedule your review.

- Lisa Barnes
- Sara Brooks
- Randy Brown
- Kyle Edwards
- Harry Vanhosen
- Gail Finney
- Deloris Warren

Returning Employee

As many of you know Jameika Simmons has returned from college. She has been promoted to our Director of Marketing & Public Relations. She has graduated with a Bachelor's of Science in Biology. We want to give a big congratulations to her on her accomplishments. When you stop by the office, please congratulate her on her achievements.

Current Employees

There is not much going on with our other employees. Blake Huffman, entry-level accountant, is currently attending graduate school for accounting. Bruce Vernon, business mentor, has been attending seminars to further improve his skills and has recently attended a Church & Law seminar.

New Clients

Since last year, we have continued to grow the Diversified Strategies network of clients. We are gaining new clients, thanks to our loyal clients who refer our services to other businesses. So first we would like to give a big thank you to all our clients for their referrals. And a shout out to our newest clients, who are listed below:

- ◆ Loving Care Daycare, Inc.
- ◆ A Hope For Tomorrow
- ◆ Kind & Dedicated Personal Care
- ◆ Grab-N-Go Affordable Auto
- ◆ Parker Detailing
- ◆ Blue Ribbon Results Child Care Center
- ◆ Buck's Masonry
- ◆ Cindi's Grill
- ◆ Covenant Home Solutions
- ◆ Sphinx Builders
- ◆ Clemons Home Improvement
- ◆ Hunter T. (Farmer)



This is our new logo made by Leigh Ann Bush.
Thanks Leigh Ann!

Investment Opportunity

Last September, we sent out an email with a description of our investment opportunity to fund our expansion program.

If you are still interested the opportunity is available, since we did not reach our full goal in September.

If you want more information please call the office and schedule an appointment. The minimum investment is \$5,000.

Serious inquires only.

Birthday Celebrations

In these last six months many of your birthdays have passed as well and we want to wish all of you a happy birthday. This past May, we celebrated our client Mr. Gary Guirand's birthday.

In the picture below you can see Mr. Guirand's reaction to our birthday celebrations for him.



The photo on the right shows our services offered by Aflac., which include short-term disability, dental, personal cancer indemnity, term-life , and accident indemnity insurance.

The photo on the left shows the Legal Shield package.

Expanded Services

Since the last issue, we have expanded our services for all our clients, especially in our insurance department.

1. We now provide the following insurance products:

Aflac

Stand Alone Dental & Vision (no waiting)

Legal Shield (Free will upon sign up)

Life Insurance for anyone!

2. We are also offering our clients a one-stop marketing shop, where you can get flyers made, brochures created, and anything else that you need.

New Marketing Techniques

We have recently been trying to improve our own image as well as work on our carbon footprint. Thanks to Ms. Leigh-Ann Bush, we are currently using a new logo, which envisions our motto "We bring balance to your business". We have invested in a new web site as well, feel free to stop by the website at www.divstrategies.com.

We have also created a Facebook page to market on social media. So please go "like" our page to receive all our updates and offers .

2015 Tax Season Starts Now!

For those of you who have difficult returns or may have changes in your income during the year. To make adjustments and to complete your taxes in a timely manner, schedule your mid-year appointment to project your tax liabilities.

Owner Operator Special

If you are an owner operator or know one, we would like to present you with an opportunity to get help with your tax trouble. We have a bookkeeping special for Owner Operators through August 30th, 2015.

Get your bookkeeping needs completed for \$75 per month! Just give us a call or stop by and get relief from your financial stresses!

Current Promotions

We are still running the following special for current clients.

Special Business Client Promotion

Refer a business to us and receive a \$125 referral fee.

Please call the office for more information

Expires December 31st, 2015

Contact Us

Give us a call if you have any questions or for more information about our services and products.

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