



DIVERSIFIED STRATEGIES

"We bring balance to your business"

MESSAGE FROM THE PRESIDENT



Happy Holidays! I hope that all of you are having a wonderful holiday season. With 2015 coming to a swift close, this year has been one of many changes. We have done so much to improve our structure and to ensure that we are bringing you the up-most quality service. I am so thankful for all of our clients and wish you the best in your endeavors. Once again thank you,

because without your support and loyalty through the good times and the bad, we would have not gotten this far.

SUMMARY OF 2015

2015 was definitely a year of change for Diversified Strategies. We worked extremely hard to guarantee that our structure is just as sound as yours. We have improved upon many of our services, as well as gained a few new services, which can be seen on page two.

During 2015, we improved our image with a new logo and revised our primary goals for the business. With this revision, we had to take a new approach, which included new marketing strategies, working hand and hand with the IRS, and working with each client to ensure their needs are continuously met. During this year, we faced so many challenges including financial challenges. Yet, by the grace of God we are still here and thriving.

We have also been working towards creating a non-profit sector of Diversified Strategies, to cater to those business, who are just starting up, looking for advice, or cannot afford to pay for the services that they need.

TAX SEASON CHANGES

This year there are many changes taking place for the 2016 tax season. A complete list of changes can be found on our website at www.divstrategies.com under the updates tab.

Please remember to bring the following items to ensure that your tax appointment goes smoothly:

- For all claimed dependents, please bring the following:
 - Birth Certificates & Social Security Cards
- If you are filing, please bring your:
 - Social Security Card & Picture ID

Please note that all payments must be received at the appointment or paid via your income tax return. If you are not receiving a return, then you will be obligated to pay at the time of the appointment.



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- Office Updates
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December 2015 Newsletter

COMPLETE LIST OF SERVICES

- Tax Consultations
- Business Consultations
- Insurance Reviews & Sales
- Accounts Payable/Receivable
- Business Mentoring
- Start-up Consulting
- Payroll Services
- Bookkeeping
- Budgeting & Money Management
- Annuity Sales
- Legal Shield Sales
- Financial Statement Reviews
- Administrative Services
- Tax Preparation
- Mail Manager
- Grant Management
- Marketing Services
- Sounding Board Sessions
- Workshops
- Employee Benefits

Services update

Diversified Strategies, like any business, is constantly reviewing our services as well as adding new services to fit the needs of our clients. Since the last issue, there have been multiple changes with our services.

MAIL MANAGER (MM)

We are now offering a new product, called the “Mail Manager”. This product is perfect for business owners or individuals who are always on the run and forget something as simple as checking the mail. With this service, we will check your mail, send you reminders, and keep it organized. Bill pay can also be added to this plan.

SENIOR MONEY MANAGEMENT SOLUTIONS (SMMS)

This service primary focus is seniors, but can work for anyone who needs help avoiding those pesky overdraft charges as well as ensuring that their bills are paid. This service will outline your current bills and create a budget, then each month the amount specified for your bills will be transferred. Which will make it easier to know exactly how much spending money you have and guarantees your bills are paid.

SOUNDING BOARD SESSIONS (SBS)

Although, this is not a new service, it is a service that sets us apart from the competition. We provide this service to all our clients who own businesses. These sessions will spell out exactly where your business is succeeding and where there is room for improvement. For every problem brought to the table, a solution will be provided.

These sessions are a chance for you to ask the questions about the numbers and get an in-depth explanation as to what they mean. Even if you are not a bookkeeping client, this service serves as a accountability check.

This one on one mentoring session will provide you with the knowledge and tools to send you and your business in the right direction.

If you have any questions regarding the services provided or to request more information, please call or email us at (757) 201-3091 or info@divstrategies.com.

Current Specials

Currently, we are running several specials for our current clients as well as our future clients. If you have any questions about the specials, please call us at (757) 201-3091.

END OF THE YEAR SPECIAL

This special currently applies to new clients only, yet if you are a tax client with a business you are eligible for this promotion. We are offering two months of free bookkeeping, if you allow us to close out your books for this year. As well as two additional months if you refer a friend and two months free for them. This promotion would allow you to get 12 months at the price of 8 months of bookkeeping services.

Restrictions Apply

Offer expires February 1st, 2016.



REFER A CLIENT AND RECEIVE A \$125 CREDIT!

This promotion is for our bookkeeping clients. If you refer a friend to receive bookkeeping services with us, we will provide you with a \$125 credit to your account. This special is effect as of December 14th, 2015 and will expire March 1st, 2016.

Restrictions May Apply

CLIENT COUPON BOOK

During tax season, we would like to offer our tax clients who own businesses and our bookkeeping clients a chance to market their business to our 300+ tax clients. We plan on completing this through creating a coupon book and giving one to every one of our tax clients.

We would love if those of you who own businesses would contribute to the book and have the opportunity to market your business to over three hundred people.

There will be a small fee to cover the costs of printing. This fee will be \$25.00 per ad.

If you are interested or would like more information, please call or email Jameika Simmons at (757) 201-3091 or jameika@divstrategies.com.

WELCOME MR. MARVIN HILL

We would like to welcome Marvin Hill and his employees to the Diversified Strategies office. He will be operating out of our office as of the first of the year. We are so excited to have him and his staff with us.

Mr. Hill is the owner of Hill Will Enterprises and VAMediCabi. He has been a valuable client for many years and we are happy to have him moving in.

So, if you know someone who may need hauling services or may need rides to and from the doctor's office, give them a call at (757) 494-7848 and tell them we sent you!

HAPPY BIRTHDAY!

We would like to wish all our clients who have birthdays in December, January, & February a very happy birthday!

NEW INVESTMENT OPPORTUNITY!

Starting this month we are starting and expanding our investment campaign. This will help advance Diversified Strategies to the next level. We would like to offer you a chance to invest in us, so we can better invest in you.

\$5,000 Minimum

****SERIOUS INQUIRIES ONLY****

THANK YOU!

On December 12th, 2015, Diversified Strategies was able to vendor at the Helping Hoops charity basketball game for Adult Protective Services. We had a wonderful time. We just wanted to take the time to thank those of you who helped out by contributing to the coupon books that we handed out.

- All About Floors II, Inc.
- A Hope 4 Tomorrow, Inc.
- Absolute Cleaning, LLC
- Epps & Nesbit Cleaning Service, LLC
- C&T Shoe Bar
- Harris & Son Pest Control
- Joseph Clemmons' Home Improvement
- McLaurin Auto Consulting, LLC

Diversified Strategies, Inc. was founded in 2010 with the small business owner in mind. It is our mission to provide small businesses and individuals with financial services, a place to network & connect, and gain knowledge that fulfills their wants and needs at affordable price.

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If you have any questions, comments, or concern about anything in this newsletter, please call or email us at the information listed above.



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