

## **Why Operating as a Sole Proprietorship May be Costing Your Business Massive Profits!**

*Practical Tips to Enhance Your Financial Freedom  
From The Desk Of Joe & Bonnie Tufo*

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### **A Marketing Perspective!**

We live and do business in a competitive world. You already know that 95% of businesses fail in the first five years. When starting off in a new business, the first impression you make on new prospects is critical. One mistake could cost you your entire business. In fact, many great "could have been" businesses were only three to five new customers short of reaching the next level of success.

What message are you sending to your potential new customers? What message do you send as a sole proprietor?

### **What Marketing Message are You Sending to Your Prospective Clients?**

First, let's get a marketing perspective on sole proprietorships and the image that they project. The typical CPA recommends that if you don't have over \$40,000 in net profit, incorporating may not make sense for you and may not reduce your taxes. That's no secret.

Knowing this, what message are you sending when your business card bills you as "Owner/Operator"? New prospects know that you didn't incorporate, and they probably assume that they know the reason why - that you probably don't earn \$40,000 in profits, and your CPA recommended for tax reasons that you remain a sole proprietorship. Worse, you didn't believe in yourself enough to invest the money to incorporate.

### **Owner/Operator Vs. CEO; which Sounds Better to You?**

Are those the messages you want to convey when trying to attract new business?

When you incorporate, you send a very different message: "This is John Smith, CEO of ABC, Inc." That "foot in the door" strategy is far superior to "This is John Smith, Owner/Operator of ABC."

Bottom line? From a purely marketing point of view, incorporating makes 100% sense!

Call CFS today at 1-800-669-2700 and ask to speak to a senior business analyst to evaluate your situation and the fees involved to incorporate your business!

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