

# DAA Bulletin

## Quote

*“No matter how great the talent or efforts, some things just take time. You can’t produce a baby in one month by making nine women pregnant.”*

- Warren Buffet



DODD AND ASSOCIATES LTD  
CHARTERED ACCOUNTANTS

If you think it's expensive to hire a professional, wait until you hire an amateur.

## Transferring Waitangi Day 2014

Enquiries have been received from organisations considering the transfer of Waitangi Day from Thursday 6 February to Friday 7 February.

This is quite lawful provided in each case the written agreement of each employee is obtained and that such agreement specifies the day – being an ordinary working day – to which the holiday is transferred. The effect of such an agreement is that work performed on 6 February will not require payment at time and a half.

Organisations will need to consider the practicality of transferring the holiday if there is less than universal agreement to do so. Whilst, for example, an office may have no difficulty accommodating different arrangements for different groups of employees it might be quite another matter for a factory where factors such as safety, operation of plant, supervision requirements and the attendant costs will have to be taken into account. This situation would lead to both Thursday and Friday being observed as public holidays; however, each employee can only be entitled to one day as a public holiday and working on the other day would not require payment at the higher rate for that individual. If an employee would ordinarily be required to work on Friday but does not agree to transfer the holiday from Thursday to Friday then, in the absence of any alternative arrangement, that employee can reasonably expect to be provided with work/payment for that day.

## Free Month of Accounting Services

With the end of January rapidly approaching so too is a new financial year! Now is the time to be thinking about how you can make the running of your business easier in 2014.

Have you seen our special process that we have developed for our clients which simplifies GST returns and end of year tax? If you haven't signed up to be part our special **TriTec**® process this year you are missing out on something unique and special.

Fortunately it's not too late! To celebrate 2014 being the year of small business we are offering a fantastic promotion at the moment. Sign up before April 1<sup>st</sup> and you will receive your first month on **TriTec**® free!

We are pleased to announce also that Xero has given us a great deal to pass on to you. Any new clients that sign on to Xero through us will receive their first month free. There are terms and conditions that apply but this is definitely an offer to consider.

Don't delay, contact us now at [Kate.Mitchell@dodd.co.nz](mailto:Kate.Mitchell@dodd.co.nz) for more information on **TriTec**® and Xero before both offers expire.

## Why is No-one Buying? My New Ideas are Failing

You work so hard getting a product or service ready that you know everyone is going to want... but no one is buying!

You love your clients and the others on your list, in your database. You even asked them to answer some questions on your survey and you thought you were giving them what they said they wanted. We have all been there and faced this issue.

So, what went wrong? Consider the following which may be impacting on your success:

- Did you have a snazzy, jazzy title? Did you have a strong tag line? If you are not sure, ask others. We suggest you never create a title or tag line all by yourself. Ask others for their input and be open for new ideas. The title is a very important piece.
- How did you launch? The days when you can just shoot out a few emails and get people to sign up have been long gone. You need a real launch plan and strategy. We suggest you write all your emails in one or two days as opposed to every day writing another one as they will flow better than when done haphazardly.
- There is also a trend you may have noticed. People are giving a lot more content than they had in the past. You see videos more and more which is very good marketing. It makes the time line of getting people to know, like and trust you much shorter. It's much more personal.
- One of the things many people fall down on, including ourselves sometimes is not sending out enough marketing emails. Yes, you may get people that unsubscribe but that's OK. They weren't going to buy from you anyway.
- If your emails are strong and powerful and give great information people will not mind. And you know you don't read all the emails you get in your in-box. Sometimes you do and sometimes you don't.
- The other mistake some people make is to not market long enough. Unless you are doing a live workshop you can still continue to send out a few emails, use social media, your ezine and always put your link.
- People sign up last minute all the time. There are ways to lessen this though and that is to offer bonuses that disappear unless they sign up now and price increases as time goes on.

These are just a couple of ideas why people may not be signing up for your products or services. Of course there are many more and this is one little article on one aspect.

The key is that after you have done a launch and you didn't get the numbers you wanted, sit back and take a look. Don't just say, I'll do better next time. Really sit down with pen and paper and write down some things you know you could be better with next time. Be highly critical as you do not want the same mistakes next time around.

It's all a learning curve and with technology and more sophistication, things are changing all the time. It's important to keep up with the trends so your business can be the best it can be.

### Office Closed

With Waitangi Day falling on a Thursday this year we have decided to treat ourselves to an extra long weekend and have the Friday off as well. Therefore the office will be closed on Thursday 6<sup>th</sup> and Friday 7<sup>th</sup> February. If you know of anything you would like done by us before then give us a call now.

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