


**GOLD GERSTEIN GROUP LLC**

Certified Public Accountants and Consultants

**NEWS YOU CAN USE**
**WE ARE COMMITTED  
TO YOUR SUCCESS**

 Moorestown: 856-727-0100 • Voorhees: 856-770-1400  
 info@g3cpa.com • www.g3cpa.com

### LINKS YOU CAN USE NOW



## This Month –Getting Unstuck

Needing to finish that big project but unsure of your idea? In a rut and not sure how to get out of it? Here are some resources you can use right now.

In this Medium article, Kim Plowright asked via Twitter so you don't have to. Read this piece for the internet's best ways to get back to work. More: <https://tinyurl.com/links05221>

This NPR article breaks down how creativity actually works in our brains in order to understand how to use it to our advantage. More: <https://tinyurl.com/links05222>

If you've experienced burnout, you know how hard it can be to get out of it. Use this article by BetterUp to learn how to recover from working too hard. More: <https://tinyurl.com/links05223>

Oblique Strategies were created by Brian Eno and Peter Schmidt to help refresh their minds when working on their next masterpiece. The handy website allows you to use their strategies for yourself. More: <https://tinyurl.com/links05224>

## Lessons in Building Trust and Rapport for Managing Remote Teams

When you sign on to manage a team, you're already going to be thinking about how to build trust and rapport with them, but how do you do this over the internet? Remote working has grown a lot in recent years, but it can be hard to form a real bond. Here are some tips on how to bridge that gap.

### Take time to get to know everyone

The best thing you can do when you sign on to manage a new team is to form good relationships. Try planning a "getting to know you" video call for each team member. Make notes on what they do, who they are and how they like to work.

### Schedule regular catch-ups

This might depend on the size of your team. You won't get anything done if you schedule one-hour weekly catch-ups with every single member of a team of 30, but a monthly check-in for an hour may work for a team of that size.

### Listen to your team

Chances are even the least experienced member of the team will have a better feel for the dynamics than you. Take the time to listen to your team's experiences and what they know. It will make you a much better boss.

### Celebrate the small wins

One of the most tried and tested ways to bond with your team is to get a small win out of the way immediately. See if there's something that can be altered or edited to make everyone's lives easier. Plus, it will raise morale.

## How to Win Big in Today's Economy


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The altered economic landscape presents innovative and nimble businesses with opportunities to thrive.

Find out how by requesting my free report "How to Win Big in Today's Economy."

Just reply to my email at [info@g3cpa.com](mailto:info@g3cpa.com) or call 856-770-1400 and I'll send it right out to you.

## Worth Reading

### **20 Templates to Say No to Just About Everything**

Jessica Stillman  
*Inc.*

If you suffer from being a people pleaser, whether in the workplace or out of it, this article is definitely worth reading. Full of useful tips for getting out of almost all scenarios, Jessica Stillman has done the writing so all you have to do is fill in the blanks and you'll have more valuable time on your hands. More: <https://tinyurl.com/worth05221>

### **How to Write a Roundup Post that Gets Over 400 Shares**

Sean Si  
*SEO Hacker*

Roundup posts are great for many reasons, but mostly because they're an easy way of getting traffic to your website. Use this article by Sean Si to learn how to write one that will bring success to you and your business, including how to actually get it shared via social media. You're welcome. More: <https://tinyurl.com/worth05222>

### **What I Wish I'd Known as a First-Time Manager**

Anna Goldfarb  
*Medium*

Are you about to become a first-time manager? Desperate for advice on how to manage it? Luckily, Anna Goldfarb has written the exact article you need to read. Worth reading if you're looking for snippets of advice from a range of professionals who want you to know what they didn't. From CEOs to writing coaches, this piece is a wealth of knowledge. More: <https://tinyurl.com/worth05223>



## The Business Owner Spreading Happiness through Colorful Socks

When John Lee Cronin was finishing high school in 2016 and figuring out what to do next, he was under no illusion that exciting job opportunities aren't often much harder to come by for people with Down syndrome. The options presented to him felt uninspiring to someone with his ambition.

After mulling things over for a while, John realized the one thing he was certain of was that he wanted to start a business with his father, Mark, an idea that thrilled his dad.

After dipping their toes into the water with a few ideas, including a food truck, they finally settled on a venture inspired by one of John's unique childhood passions: colorful socks.

John's Crazy Socks officially launched in 2016, selling colorful socks with different fun designs. After a slightly slow start, John came up with the idea of hand delivering each order that had been placed locally along with a written note and a piece of candy.

The idea turned out to be an ingenious one, with talk of the young businessman's personal touch and quality customer service spreading by word of mouth like wildfire.

Within a month, orders had jumped up to 452, bringing in \$12,000 of revenue, but two years later, they had absolutely skyrocketed to almost 180,000 orders reported in 2018. Now the company boasts the biggest variety of socks in the world, with over 2,300 unique designs.

John's story of defeating the odds against lesser-abled people has earned his company recognition from former president George W. Bush and Canadian Prime Minister Justin Trudeau.

Not content with just running a successful business, though, John is also using the company as a force for empowering and advocating for people with disabilities: 22 of its 31 employees have Down syndrome, autism or other conditions.

## Thank you for your referrals!

I succeed when people like you refer me to your friends, neighbors and loved ones. It's the best kind of feedback I can receive.

So thanks for continuing to pass this newsletter on to people you care about.

# Refresh Your "About" Page with These 7 Tips

The "about us" page is the first thing potential clients will look at when considering you for a collaboration or partnership. As your business is constantly growing and changing, so should your website content. Even if you know your company inside and out, refreshing your "about" page can be a bit challenging. Here are some useful pieces of advice to make the experience a bit less painful.

## Stick to facts

While this may sound obvious, many businesses try too hard to hype themselves up and focus on style over substance. Think of this like the resume for your website. You want to show off, but not too much. Make a list of your top achievements and stick to them when thinking about what to include.

## Inspire trust

It's harder to form a business relationship with a face-to-face meeting than ever before. So much of our interactions are online, and the "about" page is one of the first things a potential client will see, so make sure it's authentic. Give them the information they need, such as your location, to make a good decision!

## Who are you talking to?

If you want to gain a specific kind of client, think about them while you're writing your "about" page. Are you speaking to men or women? Are you speaking to people in your field or out of it? Think about the tone of voice you want to portray and stick to it.

## Put your best foot forward

Lead with the key information. Your "about" page is a bit like an online elevator pitch. Consider what you want prospective customers to know first and work backwards from there.

## Be specific

Don't randomly claim you can do things you can't. Be specific about what you have done and continue to do well. Offering actual examples helps inspire trust.

*"Wake up determined,  
go to bed satisfied"*



*- The Rock*

## Quotes on ... Listening

*Change happens by listening and then starting a dialogue with the people who are doing something you don't believe is right.*

*Jane Goodall*

*If you don't listen to your customers, someone else will.*

*Sam Walton*

*The greatest compliment that was ever paid me was when one asked me what I thought and attended to my answer.*

*Henry David Thoreau*

*I'm a very strong believer in listening and learning from others.*

*Ruth Bader Ginsburg*

*I only wish I could find an institute that teaches people how to listen. Businesspeople need to listen at least as much as they need to talk ... real communication goes in both directions.*

*Lee Iacocca*

*I will listen to you, especially when we disagree.*

*Barack Obama*

*To say that a person feels listened to means a lot more than just their ideas get heard. It's a sign of respect. It makes people feel valued.*

*Deborah Tannen*

*Listen with ears of tolerance.*

*Rumi*

*Lead by listening – to be a good leader you have to be a great listener.*

*Richard Branson*

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## Gold Gerstein Group

505 Pleasant Valley Avenue  
Moorestown NJ 08057

856-770-1400  
info@g3cpa.com  
www.g3cpa.com



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## Quick Quiz

For an answer, email me at [info@g3cpa.com](mailto:info@g3cpa.com) or call 856-770-1400.

*Only one Star Wars movie was filmed entirely in the studio. Which one was it?*

## Project Management Strategies to Help Your Team

Good time management is not about getting everything done as quickly as possible. Good time management is about how to work efficiently and effectively and not burn out. If you're struggling with figuring out how to spend your time without going too hard (or not hard enough), try these four strategies.

### **Try working backwards**

It's easy to get overwhelmed when we see a big project and a looming deadline. Why not try working backwards? Take a look at your project and ask yourself what the key pieces are you need to get done and when. Create a schedule for how to manage it, whether it's with a fancy productivity app or a classic spreadsheet. Once you've used it for a few projects, you can use your own data to figure out how long things take on average and analyze your working style.

### **Keep a time-tracking log**

Where does the time go? A philosophical question, but one we've all asked ourselves when working into the night. If you work with many different clients or a team of people who all have different working styles, it's a good idea to start tracking your time. Tracking how long each part of a project takes helps the overall health of the outcome (and the team).

### **Work/life balance is important**

Don't underestimate how good getting home at a reasonable hour is for your mental health. When it comes to a calendar, negative space is just as important as the color-coded blocks of meetings and allocated work time. If you're the kind of person who never takes your vacation days, start taking them. Overworking will just lead to a more stressed worker and workplace.

### **The improvement is constant**

The most important thing to remember is that it's not something you learn all at once. Time management is a continuous learning experience that depends on how well you know yourself, your work and your team. These factors can also be constantly in flux. For example, if you have a new baby, your work/life balance will likely shift. That's okay! Life is all about learning.