

[<Back](#) [Print](#)

Tepato Systems offers software consulting services to help you, the small business owner. If you want to make better business decisions, software and other technology tools should be key parts of your business strategy.

Cost Effective Marketing

Tips from the Better Business Bureau

Marketing is a big chunk of any budget. Unfortunately, it is often the first thing that cost cutters look at when boosting bottom lines. But you should think twice before wiping out that line item. No matter the economic climate, businesses need to maintain awareness with customers and prospects.

With that in mind, here are some cost-effective marketing tips:

- *Hang on to your current customers and encourage repeat business. Targeting current customers is more effective than searching for new ones.*
- *Make sure your customers are aware of your firm's full capabilities. Too often, customers don't know every product or service that a company is capable of providing.*
- *Ask for referrals. The best advertising should be your product and your satisfied customers. If your customers aren't giving you referrals, you might need to rethink your product, service or pricing, or simply ask your customers for help. Don't be afraid to reward them with incentives for bringing in new business.*
Joining an organization like Business Network International is a great way to increase the referrals part of your business.
- *To make marketing for referrals and repeat business possible, keep a good database. A list of customers' addresses, phone numbers, email addresses and purchase history makes marketing efforts much easier. Email marketing is a cheap and efficient way to target regular customers with specials, newsletters or seasonal reminders. **Tepato Systems can assist you with both databases and email marketing.***
- *Track the source of new business. Set up a procedure to have employees ask every customer how they heard about your business. Try to get specific answers if possible: Which ad did you see? Who referred you? Cut the advertising that doesn't work. **It's easier to do this type of tracking if you are using software such as QuickBooks to do your billing and financial reporting. Tepato Systems can set it up for you and train you how to use it.***
- *Adhere to a coherent image and message for all of your marketing. Repetition is key to effectiveness. **Tepato Systems can create and maintain a website for your business that coordinates with your existing promotional items and slogans, including your company logo.***
- *React quickly to changes in volume. If business is growing, be sure you know*

why: back successful marketing tactics, trim the losers. If business is slowing, don't cut marketing budgets and risk losing more business.

- [Custom Databases Available from Tepato Systems](#)
- [Email Marketing Offered by Tepato Systems](#)
- [Give and Receive Business Referrals with BNI](#)

Daylight Saving Time is Changing

Article Courtesy of BTR Associates

Have you started scheduling appointments for late March? Ready for the sun to come up an hour earlier on St. Patrick's Day? Well this year it does. Starting March 11, 2007, the sun rises a little sooner. Why you ask, and what does it have to do with my computer?

In 2005, in an effort to conserve more energy, the US Congress passed the Energy Policy Act which effects the starting and ending dates for Daylight Saving Time. For your computer, which doesn't do anything unless it is told, an update needs to be performed. Follow the first link below for the update for your computer.

And then you need to update Outlook. That update is in the second link below.

But there is a problem. The Windows update only works if you have Windows XP or Windows Server 2003. And the Outlook Update only works for Outlook 2000, 2002(XP) and 2003. But what if you have Windows 2000? There is an unofficial utility to update Windows 2000, see the third link below.

If you need help installing these updates or just feel uncomfortable, please feel free to e-mail us at crt@tepatosystems.com or call us at 248-225-2915 and we will be glad to help you. Oh, one more thing. If you do business with Mexico, this doesn't apply. They have chosen not to deviate from the normal April/October Daylight Saving Time schedule.

- [Update Your Computer for New Daylight Savings Time](#)
- [Update Outlook](#)
- [Unofficial Windows 2000 Patch](#)

Special One Time Tax Credit from IRS

Get \$20 to \$60 Back!

When it comes time to prepare and file your 2006 tax return, make sure you don't overlook the federal excise tax refund credit. You claim the credit on line 71 of your form 1040. A similar line will be available if you file the short form 1040A. If you have family or friends who no longer file a tax return AND they have their own land phone in their home and have been paying a phone bill for years, make sure they know about this form - 1040EZ-T.

What is this all about? Well, the federal excise tax has been charged to you on your phone bill for years. It is an old tax that was assessed on your toll calls based on how far the call was being made and how much time you talked on that call. When phone companies began to offer flat fee phone service, challenges to the excise tax ended up

in federal courts in several districts of the country.

The challenges pointed out that flat fee/rate phone service had nothing to do with the distance and the length of the phone call. Therefore, the excise tax should/could not be assessed.

The IRS has now conceded this argument. Phone companies have been given notice to stop assessing the federal excise tax as of Aug 30, 2006. You will most likely see the tax on your September cutoff statement, but it should NOT be on your October bill.

But the challengers of the old law also demanded restitution. So the IRS has announced that a one time credit will be available when you and I file our 2006 tax return (as explained above). However, the IRS also established limits on how BIG a credit you can get. See the link below for details.

- [Tax Credit 2006](#)

email: crt@tepatosystems.com
phone: 248-225-2915
web: <http://tepatosystems.com>

Help with your data or with use of the internet is just a phone call away... contact Tepato Systems for a free initial assessment of your needs.

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to crt@tepatosystems.com by webmaster@tepatosystems.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Tepato Systems, Inc. | 802 Annie Lang Dr | Milford | MI | 48381