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# YOUR FINANCIAL SUCCESS

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## Inside *This* Edition

1. Why I Encourage Employee Training
2. Ways to Give Back With Your Business
3. Ways to Keep Yourself Moving
4. Does Positive Marketing Work in 2021?

## You Are My Sunshine

### *Positive Marketing in 2021*

Positive marketing is a tactic that has been around for a long while, but in today's world, it might be more powerful than ever. We're constantly surrounded by terrible news about our nation, society, and the entire world, and people can definitely use more positive forces and content in their lives. Will your brand be there for them? What are other brands doing to provide positive marketing to their customers?

#### **Empowerment and Inclusivity**

In the 2000s, positive marketing was all about looking at the world through rose-tinted glasses. A great example of this is McDonald's "I'm Lovin' It" campaign. It's not a bad thing to create a wonderful, positive image of your brand and the world it lives in — so long as you're keeping up with people's idea of a better world, too.

Today, positivity is closely related to empowerment and inclusivity. What is "empowerment"? When you empower someone, you're likely doing two things: making them feel accepted and encouraging them to succeed. Doing this helps imbue them with positive energy, and it even makes the world feel like a better place for a little while.

That's the ultimate thinking behind a lot of inclusive empowerment and positivity marketing today. And why wouldn't you want to shop at a brand that makes you feel great? According to Accenture, over 41% of consumers "have



shifted their business away from a retailer that does not reflect how important [identity and diversity] is to them." The same study showed that 29% of consumers are willing to switch brands if they don't showcase enough diversity.

If you're not sure where to start, try showing support for local support groups, women's shelters, or free mental health clinics — it's a great, positive way of supporting your community's well-being!

#### **Build Influence Through Positivity**

If your brand produces positive, feel-good content, people will tend to listen. Make sure to optimize your marketing by using social media to regularly post content relevant to both your business and your local efforts. Building engagement takes a lot of time and effort, but it can pay off in massive ways. You never know when a business's content will go viral.

Consumers are exceedingly picky in 2021, but positivity will always win the day. Show your customers that they're valued, and many will make sure to return the favor.

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## BACK TO CLASS

### *A Powerful Reminder of Why Training is So Important*

About a decade ago, the Atkins Diet was huge. It was a low-carb diet that people swore helped them live healthier, happier lives. Around this time, one of our office staff members happened to enroll in a class where she learned about the Atkins Diet, and alarm bells went off in her head. She realized this diet could affect the very clients we serve.

See, our team works with a variety of business owners — as you may have noticed from our regular client spotlight articles in this very newsletter — and among these businesses are bakeries, pizzerias, and other carb-heavy industries. As Atkins grew in popularity, she wondered if it had the potential to impact sales for our clients.

As a result of her continued education, we were able to mention the potential side effects of this diet to our clients, and while most only saw a minor dip in sales, they were very appreciative that we had it on our radar. They felt supported and that their distinct needs were met.

Without my staff member pointing that out to me, our clients may not have known.

This experience exemplifies why I am adamant about offering training and promoting continued education for my employees. Ever since I began this firm, I have believed that every person who works for Scholl & Company, regardless of what they do, can find ways to improve their skill set and knowledge. I have made education and training a core foundation for this company, and I believe it goes beyond accounting. This particular staff member wasn't in a class that had anything to do with financial services, yet her new knowledge had an effect on our clients.

**BUSINESS IS GREAT AND  
WE'RE LOOKING FOR MORE.**

*We hope that you will keep us in mind if the opportunity arises to refer family, friends, colleagues, and neighbors. Thank you for your continued support.*



If a staff member approaches me, wanting to learn more about customer service, how to use a certain software, or have more community engagement, I will gladly encourage it. As I like to say, I've always been oblong. The more I learn and grow, the more well-rounded I get.

This idea extends into the continuing education our accountants are expected to achieve. The minimum per year requirement to maintain your certified public accountant licensure is 40 hours of classes per year. Each accountant at Scholl & Company achieves somewhere between 80-110 hours. The more training and expertise we gain translates into better service for our clients. Why would we stop at 40, when we have so much more we can learn?

Of course, saying all this isn't proof that my philosophy is working. After all, I'm not my own employee! So, I asked our director of practice development, Jaclyn Aiello, how she felt about these opportunities. Her answer reaffirmed my belief.

"You are welcome to dive deeper ... It's super encouraging because our team knows if something does catch our interest, we have Bret's full support to dive deeper," Jaclyn says.

September is Self-Improvement Month, and I would encourage you to use this opportunity to consider the ways in which you can help your employees grow. Think outside of the work they do every day. In what ways can your employees — and you — become better people? And how can that translate into success for your company? (Infinitely, in my experience.)

Knowledge is one of the biggest components of success. Don't write off opportunities for education; after all, you never know how knowledge of the Atkins Diet could impact your business.

# From Scholl Cares to You

## How You Can Create Charitable Opportunities Within Your Company

If you're a longtime client of Scholl & Company, then you know we are dedicated to our community. Being a small business means taking an active role in the community where you are located, and for Scholl & Company's founder, Bret Scholl, that has translated into the creation of Scholl Cares.

Through this foundation, our employees and clients donate their time and money to various organizations in our region. If you have ever thought about starting your own charitable operation within your company, we have four tips to get you started — just in time for the holiday season!

### Find What You're Passionate About

There's no shortage of organizations that are dedicated to helping the community, but that doesn't mean you have to help them all. If you are not passionate about a certain organization or cause, you likely won't give or volunteer again. Instead, find what excites you and your team. Once that's decided, then you can begin creating programs, events, and volunteer opportunities that relate to your favorite causes. Whether it's helping those who are homeless, supporting children's charities, or giving back to animal shelters, find what excites you and follow it!



### Offer Multiple Options

Let's say you're passionate about Alzheimer's research because of your family history with the disease. While that's

a worthwhile cause, your employees may not share that drive. So, while you may want to sponsor a team for the Walk to End Alzheimer's — which happens this month! — your employees may not be so inclined to join you.

As you weed out what you're passionate about, consider what your employees may want to support. Find a few organizations — any more than three may be a lot as you start out — and create multiple opportunities within each. For example, Scholl Cares donates to the Gen Giammanco Foundation, which honors Jaclyn Aiello's friend, for her incredible spirit. Without Jaclyn's passion, we may never have known of this incredible organization.

### Think Beyond the Money

Bret Scholl has sat on the board of many charitable organizations, and throughout his tenure, he's learned about the needs and opportunities commonly found at nonprofits. One of the biggest lessons he's discovered is that while monetary donations are always welcome and nice, it's the volunteers who make a difference! Simply put: Making an investment in your community goes beyond writing a check.

If possible, organize a volunteer day for your company to help a selected organization. Or, create a "volunteer time off" option, and pay your employees to take the day off and volunteer. Another option is to offer to plan an event for an organization! You will take some of the strain their strapped staff may feel, while also promoting a great cause in your community.

### Designate Yearly Operations

Scholl Cares often operates in our community during the holidays, but we are available to help our community throughout the year. The easiest way to establish a culture of giving back at your business is to create annual opportunities that happen regularly. For example, you could host a fundraiser for the American Heart Association each February, and invite the community out to a Thanksgiving dinner in November. By making these events an annual occurrence, you can encourage regular stewardship and tradition.

As we enter fall, Scholl Cares is gearing up for a number of local community events. If you would like to learn more about the organizations we volunteer with or how you can help, please visit [SchollCompany.com/schollcares](http://SchollCompany.com/schollcares). Thank you for your continued support!

# 5 Ways to Fit Extra Movement Into Your Day

If you're restless at your desk, extra exercise and movement might be exactly what the doctor ordered. Even just a little bit of unplanned movement every day can help boost your mood and maintain good blood circulation. Here are five ways you can fit in extra movement without losing your productivity!

### No. 1: Park farther away.

It might be more convenient to park as close to your destination as you can, but parking farther away can add some extra steps. It's a small difference that certainly can't replace regular cardio, but it doesn't hurt either!

### No. 2: Drink more water.

Drinking plenty of water is healthy for flushing out bacteria in your system, but it's also a great way of helping you get



up from your desk. The more water you drink, the more times you'll have to refill it in your kitchen or at the watercooler. And, on your way back to your workspace, take the long way around to say hi to your coworkers!

### No. 3: Stretch in doorways.

Our shoulders and neck can quickly get sore from the amount of time we spend slouching in front of our screens. An easy way to relieve the stress is to press your hands on either side of a door frame, then lean forward as far as you can. If you don't have a doorway to use, you can try doing shoulder shrugs or neck rolls right at your desk to ease some stress or even just clear your head.

### No. 4: Do more calf raises.

One of the easiest exercises to do in public or at home are calf raises. Do this by simply raising your feet high off the ground one at a time. Squats and lunges are also easy to do but may require more flexible clothing than you're wearing and a space where you can move freely.

### No. 5: Walk for all of your phone calls.

Sometimes, people start walking naturally while they're on a phone call. Why not make it an intentional movement every time you take a call? Studies show that walking will keep your body in high gear by encouraging energy and productivity!

## HAVE A Laugh



Nothing to See Here

The History of the Mystery Spot

American mystery spot destinations have a strange foothold history in U.S. culture. The most famous mystery spot, with its own paranormal and physics-based oddities, is in Santa Cruz, California, but it has cousins in Oregon, West Virginia, and Michigan. Each one has phenomena that are not easily explained — drawing thousands of people every year to come and witness the strange happenings (for a fee, of course).

"Roadside attractions" of all kinds have been all the rage since people began to tour America by car. That's why many of them have updated over the years to suit changing tastes — such as the Michigan St. Ignace Mystery Spot's addition of zip lines and other attractions.

Today, mystery spots continue to draw attention. The best way to decide, of course, is to visit one of these mystery spots for yourself!