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Dear Team Member:

Are you looking for both an “unfair” business edge or advantage for 2018 AND some extra business deductions to lower your taxes for 2017 and air miles so you can grab that family vacation or get away to “Vegas” you’ve been thinking about??

If you are looking for **either or both** then read on.

Or, if you're fine with staying exactly where you are, you can close this email and get back to that donut (or chicken/bourbon/marijuana...I get it we all have different things).

But remember, that staying in one place... remaining on a plateau... is dangerous. The world is changing around you. Staying in place IS falling behind. So keep moving. Sounds exhausting but you're part of a team and I'm here to help.

But first, before the 2018 planning tips, I have a very quick story and some tax info that might matter to you. However, note that it's time sensitive!

So first the story...

For many years, I've been working on end of year tax planning with my CPA, Carl LaMastra (I think he's Irish). I once terrified Carl by lighting a match in a room where he thought that he “smelled gas” to prove that “everything was fine.”

But I digress...that's not really relevant...yet.

Recently, my associate Whitney O'Reilly also became an LLM (she received a masters in taxation and she can “officially” be called a tax lawyer) so I added her to the end of year planning strategy sessions.

And, since it's that time of year, they both started talking to me about end of year tax planning and reminded me of a tax loophole worth considering. I use this all the time for myself, but this year, I want to selfishly share it with you.

In fact, just today I prepaid for the entire 2018 year for a number of software licenses for an expensive system we use. In return for prepaying, I received a substantial discount and I got the AMEX miles.

I also just met with Whit and my partner Doug to lay out our 2018 master plan of new, as well as field tested and proven, marketing plans for the coming year. We made a huge list of strategies, tactics, and action items and how we're going to pay for them.

I'll share a few of my annual planning strategies and notes with you at the end of this email. As always, we're looking for a real edge for the coming year - 2018 and how to reduce taxes for this year. I figured you'd be doing the same and it got me thinking.

As you know there are big changes brewing in the tax law (for future years) but only a few weeks to take action to lower your taxes for 2017.

For that reason, I had to get this out to you right away but Lisa had already mailed the November and now December Business Black Ops newsletter. Hence the email.

So here's the tax planning tip... and the year end business boosting planning tips are at the very end.

If you want to reduce your federal income tax and you have an end of year windfall or better cash flow, then making purchases or prepaying for expenses that might otherwise be payable in 2018 can be advantageous.

BUT, Congress and the IRS know this and have created a rule to try to stop you.

Imagine that. Congress. The IRS. Bless their hearts. Of course they did!

You see, generally, the rule is that you can't prepay business expenses for a future year and deduct them from the current year's taxes. Any expense you pay in advance can be deducted only in the year to which it applies.

For example, if you pay three years of a car lease, in advance, you could only deduct the portion of the lease payment that applies to the current year.

However, there's an important exception called the "12-month rule."

The 12-month rule lets you deduct a prepaid expense in the current year if, and only if, the expense is for a right or benefit that extends no longer than the earlier of 12 months, or until the end of the tax year after the tax

year in which you made the payment.

For example, you're a calendar-year taxpayer, and you pay \$3,000 on December 31, 2017, for a business liability policy that's effective for one year beginning January 1, 2018, and ending on December 31, 2018—the 12-month rule applies. It's deductible in 2017 and reduces your tax bill for this year.

The benefit you've paid for—a business insurance policy—does not extend more than 12 months beyond January 1, 2018 (the first date you realized the benefit from the policy).

Nor does it extend beyond the tax year following the year the payment was made (which would be if it extended into the 2019 tax year or later).

Therefore, the full \$3,00.00 is deductible in 2017. And, it can reduce your taxes THIS YEAR.

So, why is the 12-month rule helpful for you?

NOTE: Even though we do provide tax advice (mostly about the federal estate tax laws) you'll want to check this with your own accountant or tax adviser to make sure that he or she agrees, AND that the tax deduction part of this email makes sense for you in your particular circumstances...and there are situations where it might not be optimal. For example, if you were going to earn less or be taxed at a much lower rate in 2018.

We have had many BBO Founding members, War Lord members, and consulting clients ask for a discount to prepay for their membership, consulting days or our other services, including our training for their staff and/or "one on one coaching services."

We do consider these discount requests on a case-by-case basis (for people that we like), but only with certain clients because we don't want to be trapped in a bad arrangement or contract by a prepayment from a "nasty, mean-spirited shlub." However, we already know that all of our Business Black Ops members are solid citizens, dedicated and serious business owners, easy to work with and we love you!

So we have an offer for you:

From today until December 23rd at midnight, we are offering a 10% **or greater discount** when you do any (or all if you're greedy) of the following:

1) Upgrade from Founding Member to War Lord and prepay for

2018 (That's a total for 2018 of \$6,000 discounted to \$5,200.00. This package includes free VIP access to the Business Black Ops 2018 program and the Elite VIP day for the first four War Lord members who take this offer. It also includes a monthly personal conference with Dave for up to one hour and a half day of consulting at his location (Normally \$5,000) **or** at yours (you would owe only expenses - normally \$8,000.00) and it includes all of the monthly calls and other benefits you are currently receiving.

2) Prepay the balance of your 2018 Founding members dues. For a total of 10% off. You'll still get the event for free, the monthly briefings (which are amazing and include a SWIPE file in each one, the monthly calls etc. **If you're not a Founding Member yet, call Lisa at (610)933-8069.**

3) You book Dave and Alex to do a copywriting or funnel, advertising, Infusionsoft or marketing project. By law, that project must be completed before December 31, 2018. Call Lisa for a free consultation with Dave and Alex and they will quote you a flat fee and discount. There is no obligation for a consultation. (610) 933-8069.

4) You hire Dave to do a training or workshop for your firm, organization, or company during 2018. Private and exclusive half day training or coaching at your location (normally \$4,500 plus expenses) discounted to \$3,000 plus expenses. Private and exclusive full day training or personal coaching at your location (normally \$8,000 plus expenses) discounted to \$5,000 plus expenses). **These are personal trainings by Dave and can focus on you, your team, or a combination. They can cover marketing, sales, customer service, leadership or negotiation.**

Call Lisa at 610-933-8069 to do any or all.

So, if you've been thinking about training with Dave, hiring him to do a program, becoming a Founding Member, or of upgrading to War Lord, and you've been procrastinating, then **let this be a call to action!**

Stop leaving money on the table. There is no time like the present to save on the things you know you want AND need anyway.

Take us up on this offer. **But you only have until December 23rd, 2017 at midnight, to do it!**

Happy Holidays, Merry Christmas, and Best Wishes for 2018 and beyond.

Now for the planning tips for 2018. These are all on our list or already done/scheduled. I'm up to 9 for you guys. Do the first 2 and pick at least two more. Choose carefully.

1. Set aside and block the time, RIGHT NOW, to work on your business/practice. Actually go to your calendar and block time that cannot be changed by anyone (without your permission - and consistently withhold that permission). I suggest a minimum of two hour blocks with several entire days blocked throughout the year for deeper thinking about issues besides marketing. Next...

2. Go back and block a full day at least once a month to do things that you want to do but include at least two hours of each of those days (there should be at least 12 blocked throughout the year) to do deep work. To think and read and meditate so that you can see things from a higher level. Believe me, this will make you happier and wealthier.

3. Schedule a staff meeting to work with your team on what new training they'd like. Also pick a book, gift it to staff, and block time to review it as a training exercise.

4. Commit to "marketing" to your team. By that I mean, asking your team members (like you would a client/patient or customer) what they like, worry about, how they like to learn, and to give and receive feedback and information and be prepared to act on that knowledge - like you would with marketing data on your clients/customer/patients.

5. Say thank you to more people, more often and with more sincerity. And sit down and think about who you should thank. You'll be surprised. Use old-fashioned thank you notes and send them in the mail. NOTE: "the enemy is a great teacher." His Holiness The Dalai Lama

6. Schedule more emails or letters to existing clients/customer/patients and offer something to reactivate them or to trigger referral.

7. Always ask: "Is this thing (marketing, hiring, system creation, investment) in total alignment with my purpose, values and mission?" and "Will it create both short term profits AND long term value in my business and life?" There are many more. We'll share them as we go.

8. Make more upsells. And, if you don't have an upsell strategy start building one. This can transform any business or practice.

9. Finally, develop and implement a referral strategy to reactivate older clients/patients/customers and or to create referral. More on that coming.

Be well!

Dave Frees

P.S. Why am I offering these discounts? Three reasons.

1) It's a nice thing to do for Founding Members of Business Black Ops (because you're awesome and we trust and love you, 2) We wanted to remind you of this "tax benefit" and 3) we can bank those funds earlier in the year and invest them into making a great event and program for you guys. There's a fourth one in there too. Alex is doing a killer job for us and he's taking on some limited projects with me for other people so I get to work with him to give you great results (it's a win/win/win).

Call Lisa at 610-933-8069 to take me up on any of the discount prepayment offers.