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Most overlooked tax deductions for people working at home

by **Suzanne Rose**

When you work from home, you may be eligible for a number of tax deductions related to your business. What exactly you are entitled to will depend on the type of work you do from your home as well as how much. Many of these tax deductions are overlooked by people, so it is important to understand your eligible deductions so as to maximize your savings.



If you have an area in your home that is solely dedicated to your business, then you may be able to deduct part of your home expenses. The IRS typically requires that this section of your home is used "exclusively and regularly" as a place to meet with customer, clients or patients, as the principal place of business or in a situation where this portion of your home is separate from the other living areas.

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Small & Home Business: 5 simple ways to get visitors to recommend your products

by **Irene Lizarraga**

Word of mouth is the holy grail of advertisement, since customers are much more likely to purchase a product if it comes recommended by a friend, family or a source of information they trust such a niche blog. For this reason, many websites focus on buzz marketing as a way of spreading the word about their products or services, encouraging their customers to recommend their products or ask their friends to join in at the sites. Word of mouth marketing has been used for a long time as an offline sales channel, with examples such as Tupperware parties or beauty products demonstrations hosted at the referrer home. This article will show you 5



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simple ways in which you can encourage your customers to refer their friends and family to your website.

Referral rewards

The most obvious way of getting somebody to recommend your site is by directly rewarding them for doing so, through some kind of one off referral rewards. Sending a bottle of wine to somebody who has provided you with a new customer, discount vouchers for your website or even gift vouchers for other websites such as Amazon is, without a doubt, the easiest way to convert your customers into sales agents, and is widely used by many websites. The drawback is that it costs some money to do this, specially if the reward isn't a discount against a future purchase. However, if the reward is carefully balanced against the average value of a new sale then it's a great way of getting your customers to recommend your products. You can also add conditions to this reward, such as the new customer first purchase having a minimum value that offsets the reward cost.

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