



Quotes of The Day

"I don't need time. What I need is a deadline."
(Duke Ellington, musician)

"In times of change, learners inherit the earth while the learned find themselves beautifully equipped to deal with a world that no longer exists." (Eric Hoffer)

Tip!

Close Down Your E-mail

"Does e-mail constantly hijack your day? Be brave - close it down and only check it at specified times, say 9:00 A.M., midday and 4:00 P.M. The time in between is then yours to get work done without interruptions."

[Cali Bird-www.leadthelife.net]

One Reason We Miss Opportunities and Waste Lots of Time (Dov Gordon of The Gordon Group)

Coaching clients often forward an email and ask me "How do you think I should respond?". 90% of the time my answer is "Pick up the phone and call. You should have done that three messages ago."

Email is used by many as a convenient way to avoid confrontation and other uncomfortable conversations. The cost is missed opportunities, misunderstandings and missed chances to divine your customer's deep wants and aspirations.

Intelligent Alchemy:

- Use email to share information.
- When you need to deepen a relationship or confront someone, pick up the phone. Even better, meet them fact to face. In the short and long run, you'll save a lot of time and earn more gold.

Five Questions to Answer Before You Build A Website

It is not just a website. It is where the bricks-and-mortar world meets the clicks-and-mortar world, and your website has an impact on your company's image. Because your online market presence is viewed by individual-defined norms, you must ensure the site meets the expectations of your site visitors. In fact, a visit to your site must not only meet the visitor's needs, but also delight him/her to promote subsequent returns. After all, what good is your site if you only get someone to stop by once and never return again? Although there are many different objectives and strategies for various websites, one fundamental objective is to have visitors bookmark the site and return again and again and again.

So how can you satisfy your visitor's needs and increase the frequency of visits from the same visitors? There is no magic formula or secret java scripting that will do it. However, laying the foundations of your site by answering five basic questions prior to building your site will allow you to develop an online presence that meets your business goals and encourages visitors to return to your site time after time. The five questions to be answered are: **1) Who is your target audience,** **2) What are the objectives of your website,** **3) What does a visitor expect from your site,** **4) What do you want the visitor to leave with,** and **5) Why should a visitor return to your site?**

(Martz Marketing Group LLC)

Trusts and Foundations

The submission of the trust/foundation Tax reports for the years 2006, 2007 and 2008 is to be done by December 31, 2009. The Tax authorities have undertaken to publish guidelines on trust reporting before this date!!

Generally, the reporting requirements relate to "Israel-resident" trusts, as defined in the Law. The definition is both wide and comprehensive.

We recommend consulting with us on these matters.

(See www.broide.com/info4.html)

Don't Worry, Be Happy

Talk about your feelings.

Keep active.

Eat well.

Drink sensibly.

Keep in touch with friends and family.

If you can't seek or find help from your friends and family, it's time to ask for help from other sources.

Take a holiday - or even a lunch break!

Do something you enjoy.

Accept who you are.

Find someone else worse off than you, and give something to them.

(Trisha Greenhalgh)

Tax News

Maximum charitable contributions upped - now NIS 7,500,000 (previously NIS 4,208,000), but not exceeding 30% of taxable income.

Access Bituach Leumi account on internet - If you haven't received notice of password, submit request, as this will facilitate easy access to your personal file. (NI)

Major VAT Reporting Reform

1. The Vat Law has been amended and requires - as of 2010 (for certain taxpayers, others starting in 2011 or 2012) - on-line submission of the "Detailed Report" (monthly), which includes data on all transactions during the relevant period.
2. In 2010 (January) the "Reform" will apply only to "dealers" whose turnover exceeds NIS 4,000,000 and are legally obligated to keep books of account on the double-entry system; the new Laws will also apply from July next year to financial institutions and non-profit organizations, who employ 600 or more workers.
3. This "Reform" in reporting includes:
 - Vat invoices will be pre-numbered - numbers to be allocated by the Vat authorities.
 - Full details of tax invoices issued (income - NIS 5,000 or more), received (expenses) and import documents (all to be reported).
 - Each invoice will include official number, date, net amount, the Vat amount, authorized dealer number of the seller/supplier of services and also that of the customer.
 - The report forms too are more detailed.
 - Until 2012 the current Vat report form will continue to be submitted and payment of the Vat made accordingly.
4. These changes are major and, at this stage, appear very complex. Clients are advised to take counsel as to the impact on their business or practice. This is an annotated summary, and has dealt with only certain aspects of the new Law.

2009 Personal Income Tax Return Checklist

See our website:

www.broide.com/updates/INC_TAX_CHECKLIST.pdf