



Jon Shatford

Business Support Services

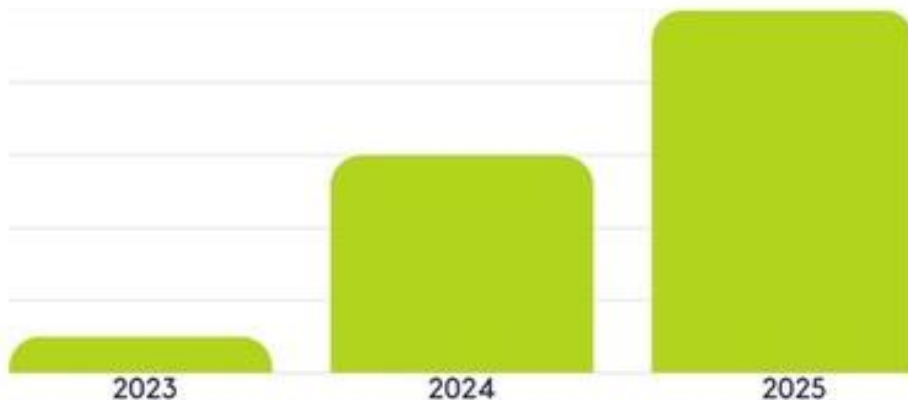


NEWSLETTER JANUARY 2025

'Looking after the books so you can get on with the parts of your business you love.'

ATTRACTING NEW BUSINESS IN 2025

To attract new business at the beginning of 2025, start by setting clear goals for what you want to achieve and focus on reaching potential clients through multiple channels. Begin by reviewing your past work and showcasing successful projects to build trust with new customers. Offer special promotions or discounts to encourage early engagement. It's also helpful to reach out to your existing network and ask for referrals, as word of mouth is a powerful tool for business growth. Create valuable content like blog posts or social media updates that resonate with your target audience and demonstrate how your products or services can solve their problems. Lastly, staying active in community events or industry groups can increase visibility and open up opportunities for new clients. By combining these strategies and staying consistent with your efforts, you'll build momentum and attract new business throughout the year.



SELF ASSESSMENT DEADLINE

As we approach the 31st of January, the deadline for settling any outstanding personal tax for the 2023/24 tax year is fast approaching. Meeting the Self Assessment deadline is vital for several reasons. First, it helps you avoid late filing penalties. HMRC imposes an automatic £100 fine if your tax return is late by even a single day, with further penalties if the payment remains overdue. Timely submission also helps you maintain a positive record with HMRC, as repeatedly missing deadlines could trigger closer scrutiny and even investigations. Additionally, meeting the filing deadline allows for better financial planning and management for the upcoming tax year.

INTERNATIONAL MENTORING DAY

International Mentoring Day is celebrated annually on January 17 to recognize the power of mentoring and its positive impact on personal and professional development. The day is part of National Mentoring Month and was established to honor the legacy of Muhammad Ali, whose birthday falls on the same day.

Purpose of International Mentoring Day

- To highlight the importance of mentorship in various fields, including education, business, and community service.
- To encourage experienced individuals to share their knowledge and skills with mentees.
- To celebrate and appreciate mentors who have made a difference in people's lives.

At Jon Shatford Ltd, we continue to offer mentoring services to support you through any significant business changes you plan for 2025. Our assistance can take place at your office or ours, starting with an open discussion about your goals and needs. From there, we work with you to find the best way to achieve your objectives—efficiently and cost-effectively



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