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*You know you're guilty. No, not for eating the last cookie, but for beating yourself up about it. "You're fat." "You're a slob." "You have no control." These thoughts probably swarmed through your head as you ate the tasty treat and lasted long after the cookie was a distant morsel of a memory.*

## Tell Trash Talk To Take A Hike!

**BFF Buffer:** When thinking negative thoughts, ask yourself if your best friend would agree with the negativity you're spouting. Most likely your best friend would disagree with you when you say, "I'm so stupid." (If you think the person would agree, then you need a new BFF!) Also, if you wouldn't say something to your friends, don't say it to yourself.

**Nickname Negativity:** Give your inner voice a name—bonus points if it's absolutely outrageous and hilarious. Addressing "Negative Nancy" when she pops into your head will add levity to your negative thoughts and re-focus you on being positive. Over time it will make your negative self-bashing plummet.

**Work it:** When you become your own best friend, life is easier. Embrace yourself in all your imperfect, flawed, and quirky glory. When you practice positive self-talk you will be less stressed, happier, and feel free as a bird.

Negative self-talk can lead to feelings of worthlessness, higher stress levels, and depression. The more lies you stock yourself with, the more you'll believe them as truths. Practice positive self-talk and stop trash-talking yourself once and for all with these tips—you'll thank yourself.

**Possible Think:** When you feel bad already, saying untrue yet positive words to yourself will just make you feel worse, as your brain is attuned to the lie. "Possible think" and think true neutral thoughts instead of full-out negative or positive lies. Instead of saying, "I'm fat," try saying, "I want to lose 10 pounds. I know what I need to do." This neutral spin is an opportunity to choose a plan of attack instead of wallowing in your negativity.



Michael Rozbruch's  
**TAX & BUSINESS SOLUTIONS ACADEMY™**

As seen on...



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# Like Father Like Son

June means many things to many people. For some, the sixth month of the year signifies the beginning of the summer season, for others, the end of the school semester. But for most of us (men, in particular), June means just one thing: Father's Day. And amidst my daydreams of being showered with gifts by my two lovely daughters, the upcoming holiday has got me thinking about my own dad, and the influence he had on my life.

More than anything, my dad was a survivor. He survived the Holocaust, he survived the retail world, and he survived fatherhood. And I wouldn't be surprised if he did it all by bartering. No matter what my father bought, he would always (and I mean always) negotiate the price. Sticker price meant nothing to him; be it a car or a pair of pants—he always managed to strike a deal. It embarrassed me when I was younger, I would wander away while he made his case to the salesman, or pretend not to know who he was. But the older I got, the more fascinated I was by his ability to negotiate. I couldn't believe some of the things he got away with, just by asking. That idea really stuck with me as I was growing up—and it's one of the reasons I'm so successful at negotiating with the IRS.

But I didn't always know that taxation would be my calling. I majored in business administration in college because I knew I wanted to be part of the business world. Of course, that degree required me to take a fair share of accounting classes—which introduced me to the world of taxation. It was during that time I learned you couldn't say "common sense" and "tax" in the same sentence—it was an oxymoron! After that, I was hooked.



I worked as a staff accountant for a good chunk of time before receiving my CPA certificate and moving up through the ranks. Eventually, I made the move into the private sector



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where I learned early on that driving a business required more than a mission statement. It required marketing and advertising (another gem I learned from my dad). Over a decade later, I made a call that saved the company I was working for at the time over 12 million dollars—and all I got was a pat on the back. "Would my dad consider that an acceptable deal?" I thought to myself. The answer was a resounding "No." I decided to take charge of my own destiny.

One of the first things I did was run a 2x2 inch lead generation ad in the local newspaper. Within four days I had over 88 calls. I was watching TV with my wife when I said, "I think I have a business here." I ran the company from my kitchen table for a few months before moving into a small office with a parking-lot view and a telephone. It wouldn't have gone any further than that if it weren't for Howard Stern. Every once in a while, my radio spots would run during his show, and when it did, my one phone would ring off the hook. A few years later I moved into a bigger space, hired a few employees, and worked 12 to 14 hour days, six days a week.

Continued on page 3...

## Two Things *I wish I would have known before **DISENGAGING** and (revoking your power of attorney) **FROM A CLIENT***

### HOW DO YOU CONVEY THE VALUE RECEIVED VERSUS WHAT THEY PAID FOR?

1. **I wish I would have known how to disengage from a matter and how to handle situations where the client received a much better resolution (by employing a different, but better strategy) versus completing some unnecessary services contained in the initial engagement letter and that the client paid for.**

For example, let's say a client hires you for an Installment Agreement (IA) and Penalty Abatement (PA). The client is already expecting to pay the IRS in FULL over time and to receive relief from some or all of the penalties incurred. While preparing Form 433-A and negotiating the IA with IRS, you determine that you are able to get your clients into a Partial Pay Installment Agreement (PPIA), which results in saving the client much more money than just an IA and PA could have ever produced, even if you were able to obtain a 100% reduction on ALL the penalties.

However, the client paid you for a PA, which is no longer necessary for you to perform due to the drastic reduction you already obtained through the PPIA. How do you disengage and close the case properly without the client asking for a refund or coming back to you and demanding you perform the penalty abatement phase of the engagement?

Even if your fixed fee engagement letter clearly states there are no refunds in these types of circumstances, BBB arbitrators, state attorney generals and "neutral" mediators (and most courts in our country) will "side" with the consumer today. Therefore, you have to

protect yourself even more!

How DO you convey, to the client, that the value they received by utilizing a different, strategy than what they initially contracted for resulted in (much) better results? The way to convey this is to SHOW the tremendous value the client has received. I do this by compiling a side-by-side return on investment (ROI) comparison analysis of the two possible outcomes and have the client decide which one they want.

Obviously, anyone in their right mind would pick the PPIA scenario versus the results of an ordinary IA coupled with the abatement of penalties. You need to convince the client that if they just received an ordinary payment plan and relief from 100% of the penalties (that the original engagement included and that they paid for), that the deal you have on the table now is head and shoulders above what they originally retained you to do.

Note that many PPIAs, in a lot of instances, are even better than an offer in compromise settlement.

The way to protect yourself from liability is to have the client pick one of these two options and sign a "waiver" waiving their right to the option not picked including any potential refunds. This "waiver" letter will also include the language of your normal "closing" letter.

Having this in writing will go a long way in limiting your liability from having to perform the penalty abatement phase should you client default the PPIA.



If the client still persists (very rare, indeed) that they want you to also do the penalty abatement (in combination with the PPIA), make sure you tell the client this service will probably take another three to nine months, or possibly longer, to resolve and their chances of achieving abatement are less than 50/50.

2. **I wish I would have known what language to include in my closing letters when we completed client engagements. This is what I learned to include:**

Our closing letter package includes the IRS's formal acceptance of the client's resolution. Our closing letter also contains a congratulatory paragraph that includes the original amount of the tax liability, the tax periods in question, and the type of tax. We indicate the monetary savings the client received, as well as the percentage reduction from the original amount owed as a result of our efforts. We spell out the terms, conditions and obligations ("five-year tax probation") of the IRS agreement to which the client must adhere in order to keep from defaulting the settlement. This letter also includes our phone number and contact information if they have any questions, and a statement that this concludes our representation—that their case is closed and that they will be receiving a letter from the IRS confirming the revocation of our Power of Attorney on file.

*Like Father Like Son Continued...*

I was doing everything: consultations, marketing, case resolution, billing—you name it, I was doing it. Why? Because I'm a survivor, just like my dad, and I wasn't willing to let this enterprise fail. Several years later I brought my best friend on as partner and we took Tax Resolution Services. Co. nationwide.

The very thing that embarrassed me as a child is the very thing that got me where I am today. Sure, he taught me how to negotiate (whether he meant to or not), but he also taught me to do the right thing for the right people—and for that I'm eternally grateful.

*- Michael Rozbruch*

## Team Building *Made Easy*

Team building is an important part of building a happy and healthy office. Establishing the bonds of friendship leads to a happy environment to work in where people communicate and look out for what is best for the company and not just the individual. Here are some new ideas to help get your co-workers to open up and start working as a team.

### Meeting Games and Improv:

How many boring meetings have we all been to? Instead of showing a PowerPoint on the importance of team building, why don't you start the session with a quick improvisational game? Improvisational acting, or improv, can be a fun way to get to know your co-workers as you get to see them react to an out-of-the-box situation. Go online for some great improv resources or talk to a member of your local theatre group about fun games that let people get to know one another. Improv games have an added effect of equalizing employees so that salary amounts and office locations stop mattering and people just have fun.

### Trip or Event (Camping, Picnic...Zip-line?):

This age-old team building exercise does not get the respect that it deserves! Many dread their company's annual BBQ or Christmas dinner. However, these are rare opportunities to see people out of their office garb and to really build a connection. Instead of simply eating together, try taking your office mates to do something together. Volunteering is an excellent way to build a bond or you could also try something new like zip-lining.

### Meet Family and Spouses:

Many company events should be mainly for company members, but it is wise to invite significant others and children to join in the group. Not only is this a great way to get to know a team member (your family says a lot about you, as does your job), but this is an excellent way to understand what drives your employees or co-workers and to build a lasting connection. If your business is family-driven, then the children of your co-workers may end up being your future employees or bosses!

## Secretly Embarrassed *you're not doing better?*

*Are you writing off large chunks of time and MONEY from you billing statements every month because you're afraid you'll lose the client? Are you afraid to charge for your time for the same reason? Do you ever wonder WHEN your next new client is going to hire you? Are you struggling to figure this "marketing" thing out? Are you angry at yourself that you haven't accomplished more at this stage in your life and practice?*

One of things I figured out was that being a great CPA didn't always equate to financial success. It wasn't until I learned that my service deliverables were secondary to the fact that I was in the business of marketing first and foremost. Sure, you have to be technically proficient, but when you change your thinking to marketing your information versus marketing for "cases/clients," it's a game-changer and huge advantage to you. It enables you to stand out from the crowd, to cut through the clutter and not be like everybody else out there. How many ways can you say "Free No Obligation Confidential Consultation"? By marketing your information and educational content, you enter the conversation that's going on in your prospects' head. You are casting a much wider net when you market your information (in exchange for prospects' contact info) and it significantly lowers your overall cost-per-lead, costs to acquire a new client, and your advertising investment.

CPAs, lawyers and enrolled agents who "get" this new way of thinking, and work it, generally are in the top 5% of earners!! Showing you how to market your information is just one of the cutting-edge, new economy marketing strategies I teach at my Tax & Business Solutions Academy. My "Roadmap to Marketing Success—The 7 Essential Steps" is a step-by-step, fast and proven system that will have your phones ringing off the hook and taxpayers lined up ready to hire you! Go to my homepage for free marketing tips and to learn more about supercharging your profits!



That was me! I was all of these. I was two weeks away from filing personal bankruptcy—that was back in 1998. Then, I started to change my thinking and mindset and began figuring this "marketing" thing out. I went from being retained on a random, hit-or-miss basis, never knowing if I would have enough money to pay the mortgage, to a steady stream of new IRS problem clients each and EVERY month. I started working ONLY with clients I wanted to work with and repelled the rest! I began working "on" my business instead of "in" it. The marketing and operational strategies I learned and implemented helped me to build one of the largest, most successful and reputable IRS problem client niche businesses in the country!



## Even Batman Would Be Jealous *OF THIS RIDE...*

Motorcycles are fun toys for any guy to daydream about having. So if you are going to dream, dream big with the Dodge Tomahawk V10 Superbike. With a 500 horsepower engine, and not two but four wheels beneath it, this bike looks like something Batman would ride. This rear-driven machine uses monocoque construction (whatever that means) to give its engine maximum power and the body is made completely of billet aluminum. When started, the engine roars and blue (yea that's right, blue) colored smoke rises from the tailpipes.

With a deeper and more intimidating sound than most motorcycles, this three ton "moving sculpture" (as it has been called) can reach 60 miles in 2.5 seconds—and it has a theoretical top speed of nearly 400mph (although no one will fess up to having tested that theory). Unfortunately, this need-for-speed machine costs more than a pretty penny displaying a price tag of \$550,000 (did anyone's wallet just say "ouch?"). But when you take in to account the fact that this superhero of a motorcycle costs Dodge/Chrysler over \$200,000 to produce, that's really a fair price, isn't it? By the way, the aluminum body can be customized to any color you like, some of the popular choices being lime green, cherry red, bright pink (who would have guessed), and of course black. So, if you have a cold million lying around and you feel like spending over half of it in a toy for yourself, why not pick up this astonishing, customizable, beast of a ride.