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## Boost Your Brand and Skyrocket Your Sales

It's no secret that good branding is the key to generating more sales, but what does it take to fall under the category of a "great brand?" Well, for one, consistency. If you want to be recognized by your brand, you need to establish some expectations. The only surefire way to do that is to deliver consistently. For example, M. Night Shyamalan consistently delivers supernatural plots with twist endings, and that's what we've come to expect from his brand.

Whether you're consistent or not, your brand can only survive if you remain authentic. In fact, your product becomes a brand only after you and your customers begin to build a mutual relationship of trust. Break that trust and you could suffer some major consequences.

Along those lines, be relatable. When you invoke an emotional response or attempt to connect with your customers, they'll be more likely to put their trust in you and your brand. Share their problems, show your empathy, and reflect those common values.

With that in mind, find your niche. It's impossible to please everyone at once in the same way it's impossible to connect with a huge demographic. Focus on winning over one small demographic at a time — build products and services that suit unique groups in an effort to unite them as one single brand.

Above all, be extraordinary! People don't become known for being ordinary — and your brand won't, either. Do something unconventional, step outside the box, and blow people's minds! Just remember to remain authentic and consistent. If you wow them once, you're going to have to continue wowing them time and time again. But when your sales reach that supercharged status, it'll all be worth it.



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

JULY 2015

As seen on...



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## THE TRUE MEANING OF SUCCESS



I've known for several years now that teaching is one of my greatest passions. At my old firm, Tax Resolution Services, Co., I taught most of the technical training to the licensed and unlicensed staff, and I always enjoyed leading those classes. My desire to teach only increased when Eva Rosenberg, TaxMama, asked me to co-teach a few of her tax resolution webinars. I find that if I know a shortcut or a better way of doing something, I want to pass that information along like I used to do with my employees, but now do with our members or potential members. In short, I've found I like making people's lives easier.

That passion for teaching was made evident when I was in Nashville this past June for Salim Omar's Marketing Genius Super Conference. I presented to a crowd of 150 CPAs and enrolled agents, and I wanted to share as much information as possible during my presentation. I really enjoyed sharing the tools, tips, and strategies (most of which are contained in the Tax Resolution Success Resource System) I used to grow my tax resolution business. It was exciting to stand before all those people and share my knowledge. It's been a long time since I've felt that good.

Additionally, I had the chance to meet and speak with everyone at Salim's three-day event. It was clear to me that each and every attendee was attentive, engaged, and eager to make a difference in their clients' lives. In fact, the night before my

presentation, after having dinner at the hotel, my wife Roslyn, Becky, our Manager of Client Happiness, and I met several of the Super Conference attendees and sat around a table and talked tax resolution "turkey" for the remainder of the evening. You can imagine the "war stories" that were told! It was a lot of fun and we all had a great time.

On top of all that, we even had a few of our own members in attendance. We don't always get the chance to meet our members face-to-face, so it's always a real treat when we do. I enjoyed speaking with husband-and-wife team Tony and Nicole Langford, Dennis Fritz, and Mayumi Todd.

As the Nashville event came to an end, I couldn't help but ponder what success and happiness really means to me. My version of "success" is helping to make a difference in people's lives. I do this by teaching others how to be successful and giving them the tools they need to achieve that success. To me, "success" is all about supporting and serving others — if I can help someone achieve their dreams, I consider myself successful. And that help isn't contained to tax resolution. Whether I'm helping someone move, doing them a favor, or helping them find success in an unrelated business, helping out makes me feel good — really good. And that feeling (being happy from within) is my true meaning of success.

One of my favorite speakers, Zig Ziglar, put it best when he said, "You can have everything in life you want if you will just help enough other people achieve what they want to accomplish in life." It's pretty profound when you think about it. And yet it's the complete opposite of how most people think. When you are selfless, you can't be selfish or self-centered. What makes you feel happy and successful? I'd love to know! Write us at [info@RozStrategies.com](mailto:info@RozStrategies.com)!

- Michael Rozbruch



Motivation is  
What gets You  
Started. Habit is  
What keeps  
You Going!

- Jim Rohn

We all know bad habits are hard to break and good ones hard to make. But over the past year I've become more aware that I can make or break a habit. And as I write this, I realize this would make for a great New Year's resolution column, but the fact is any time of the year is a good time to take action to better your life.

# FOOD FOR THOUGHT

Lee Milteer, who is our Millionaire Smarts motivational coach and interviews experts every month for our Members, has told me many times that it takes 21 days to break a habit. Other motivational gurus like Tony Robbins say it takes 21 days to form a new habit, and I recently read it's really a minimum of 21 days, and more like 66 days. I don't know which is true, but when Lee brought habits to my attention over a year ago, it left an impression on me.

At the time the habit I wanted to break was a small one, but a time-suck. For many years, when I woke up in the morning, I'd turn the TV on and have the news on while I got ready for the day. The problem was, I spent too much time watching the news. Working with Michael full-time this past year and a half has made me realize I didn't want to waste my mornings, and I knew the only way to get ready faster was to leave the TV off. And I was aware that if I went cold-turkey and stopped altogether, somewhere between 21 and 66 days in I would no longer crave turning on the TV — in the morning, anyway.

There are plenty of books, seminars, and courses out there that have more tips than I have to give about habits, but I have learned a couple of simple secrets. First, until Lee Milteer mentioned the patterns of habits, I never gave them much thought. Being aware that I could develop some good behaviors and get rid of others in 21 to 66 days was a light-bulb moment in itself. Second, since then I have kept my goals small and realistic, so I can actually achieve them. So many times we set the bar too high and then flake out.

The secret to habit success: set small goals and stick to them for 21 to 66 days. What about you? What habit would you like to add or get rid of in your life?

- Roslyn Rozbruch

## IRS TERROR TALE UNDER THE TABLE, INTO THE JAIL CELL



It's pretty common for an IRS criminal to be charged with a handful of crimes, but three handfuls? That's nearly a record! And Victor Thach, a Pennsylvanian owner of a labor-leasing agency, was on a mission to break that record when he racked up not five, not 10, but 16 tax-related offenses.

Thach employed nearly 250 people through his labor-leasing agency. It was their job to hire out temporary workers to local mail-sorting facilities. However, many of those employees were paid in cash, "under the table." As such, Thach never issued any W-2s or deducted any payroll taxes.

On top of that, and despite the advice of several accountants, Thach also never filed any corporate or individual tax returns. The combined unreported federal income taxes, Social Security, and Medicare taxes added up to \$1,049,763 owed to the IRS. Add that to the \$454,996 Thach never paid on behalf of his other employees, and you've got one heck of a sum.

Keep in mind that Thach's clients paid nearly \$10 million for the services he provided — so, if he wasn't paying the IRS, where did all that money go?

Well, most of it was gambled away in Atlantic City, but the remaining moolah was used to purchase a \$59,000 Mercedes Benz, a \$60,000 Hummer, and a \$180,000 bank account in Cambodia.

His 16 offenses did not land him in the Guinness Book of World Records, but it did land him four years in prison and three years' supervised release. Additionally, he was ordered to pay \$1,337,000 in restitution to the IRS.

## MEMBER SPOTLIGHT RONNIE WILLIAMSON, ATTORNEY/ACCOUNTANT/BROKER

Although somewhat new to the IRS-representation niche, having starting out in 2013, Ronnie Williamson is no stranger to the industry. He was attracted to tax resolution because, as he said, "Clients appreciate me exponentially more than they do for tax prep, the fees are more respectable, the cash flow is year round, and like lawyering, it requires creative thinking."

Ronnie grew up surfing in Hermosa Beach, California, and graduated from high school at age 16. He spent the next 10 years surfing and owning retail surf stores. At 28, he decided to become a lawyer, and chose accounting as his major because it seemed practical. Graduating from USC in 1991 at the age of 34, Ronnie received offers from five of the big six firms, and went to work for Price Waterhouse. During law school, he clerked for the IRS (Attorney General, IRS division). "I took every tax class that was offered as my electives. I concentrated on real estate law, and eventually sold my house to buy foreclosures." When the market crashed, he took over a tax practice in Redondo Beach.

Now living in Arizona (very far from any beach), Ronnie is the founder and CEO of ACE Tax Resolution. He is focusing on getting a predictable pipeline of cases, and has found implementing the Referral System Toolkit to work the best. He's been successful in his two years



of representing clients with IRS problems. For his first OIC, the client owed \$150k, and he was able to settle for \$500. In his second case, an innocent spouse owed \$38k and he settled it for \$0. Apparently, he can navigate all areas of his expertise (law, real estate, and taxes) as well as he can catch a wave, because he told us that after brokering the sale of a client's house, the client couldn't pay his capital gains tax and hired Ronnie to handle his tax resolution case.

In Ronnie's downtime, he likes to "have riotous fun!"

## SHOUT OUT!!!

Thanks to **RON FRIEDMAN, CPA** for sharing his version of his personalized Tax Resolution Times. He prefers to send his by an email blast.

Here's a "Shout Out" to **MARTHA MILLER, ATTORNEY AND RON D'ABROSCA OF MILLER TAX LAW, LLC**. Thanks for sharing your version of your "Tax Resolution Times" Done-For-You newsletter. You did a great job in personalizing and making it your own!

WEDNESDAY,  
JANUARY 6 –  
FRIDAY,  
JANUARY 8, 2016

**SAVE-THE-DATE:**  
Save the Date(s) for Wednesday, January 6 – Friday January 8, 2016, for the **IRS TAX PROBLEM RESOLUTION MARKETING & TECHNOLOGY EXTRAVAGANZA**. Last January's conference was such a success we are teaming up again with the American Society of Tax Problem Solvers (ASTPS) to host it with them again. To be held in Orlando, Florida! More info to follow!