



Business Success Toolkit

Double Down on Winning
Strategies in 2020

THE WAY PAYMENT PROCESSING SHOULD BE. SIMPLE.

Double Down on Winning Strategies in

2020

Here at Fattmerchant, we're so excited to welcome another year of supporting your business's continued growth in 2020. That's why we wanted to share a bundle of free resources to help your business focus on areas that will augment your success.

Here's to a year of greater results, greater profits, and smart payment processing for everyone!

Inside this toolkit, you'll find:

- 2020 Business Resolutions Worksheet
- How to Understand Business Fees
- Tips for Going Digital
- Foundations of Smart Operations
- 9 Ways to Supercharge Your Social Media
- 2020 Holiday and Special Occasion Calendar



*"If you find something that works,
double down on it"*



Business Resolutions Worksheet



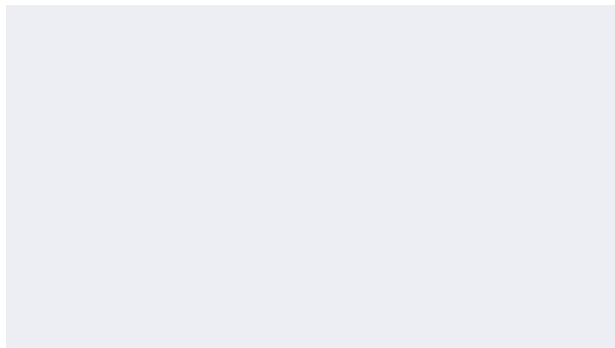
Set your 2020 goals

Double Down: **1:** to passionately re-commit one's efforts to a cause or course of action **2:** to become more tenacious, zealous, or resolute in a position or undertaking **3:** to be more firm & resolute on something (decided) even if that might be a risky choice.

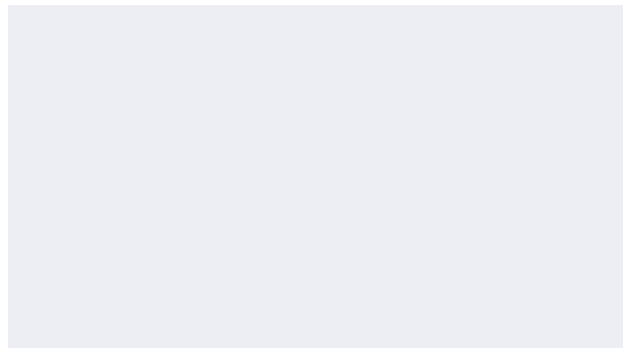
Strategic goal-setting is the key to improving your business experiences year after year. After all, without clear objectives and a plan to measure your success, how will you know if you're meeting or exceeding your goals?

Use this worksheet to make a plan for your next year of business. What will you achieve? Be sure to set challenging goals that are still feasible for your business.

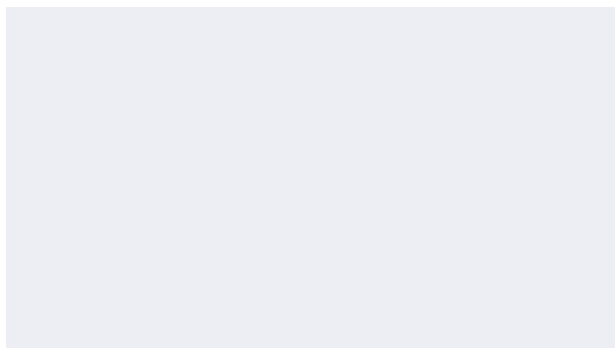
My goals for my business within the next year are:



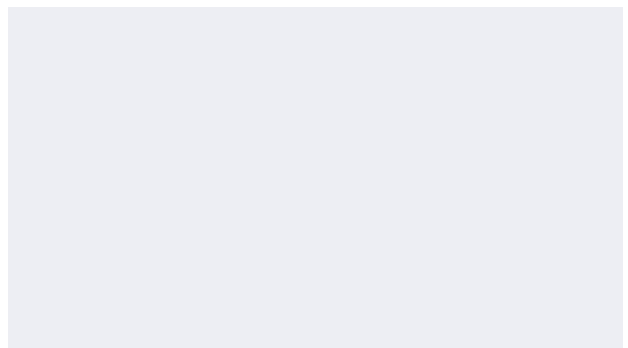
At this time next year, I want to:



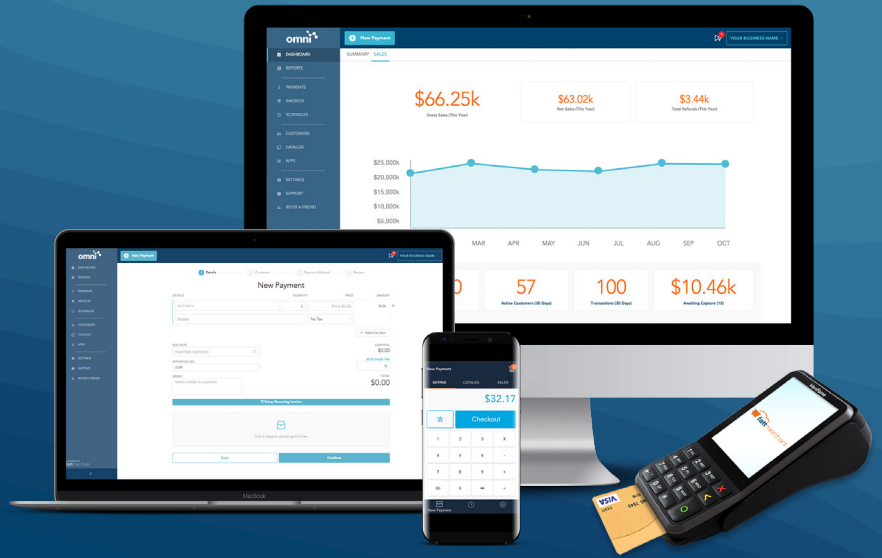
Steps I will take to achieve my goals are:



One thing I absolutely want to accomplish is:



Go Digital to Boost Revenue



1. Stop Chasing Invoices

Set up recurring billing to automatically charge your customers on a daily, weekly, monthly, or yearly basis. Instead of sending a bill and waiting for your customer to pay, you can rest easy knowing that you'll be able to easily accept payments.



2. Manage Inventory with a Catalog

Create an online catalog to set up your inventory. You'll be able to keep track of how many items you have in stock, whether people purchase in-person or online. By digitizing your inventory, you can pull reports on trends and plan for your next season.



3. Transition to Digital Billing

Do you mail customers or patients a bill after their service, then wait for them to mail you their payment back? Get paid faster with seamless digital billing. Host a payment portal on your website, or email a link to accept digital payments.



4. Connect with Quickbooks Online Sync

Access your information when and where you need it most by syncing data between your two most important platforms. A simple, automated two-way sync helps you save time when you're trying to find unpaid invoices, payments, customers, and catalog items.

9 Tips to Amplify Your Brand on Social Media

You know the importance of using social media to connect with your audience. Here are ways that you can enhance your social media accounts for even greater results.

1. Share positive reviews from websites like Google and Yelp to your social media websites. The average customer reads 10 reviews before feeling able to trust a business!
2. Schedule posts ahead of time so that you are always posting consistently—even when you're too busy to go online.
3. Enable mobile notifications for your business so you can respond to inquiries quickly. 42% of customers expect a response within one hour!
4. Claim an Instagram for Business account to unlock more features, including simple ways for customers to engage with your brand and buy products.
5. Set up the Facebook Call-to-Action button to easily help customers call you, visit your website, or sign up for your email newsletter.
6. Search for hashtags related to your brand to find content your customers are sharing about you. Ask for permission, then share!
7. Update your Facebook cover photo with a video to capture the attention of new visitors to your page and show off your business.
8. Use social media analytics on websites like Facebook, Twitter, and Instagram to find out when your customers are online and schedule your posts for those times.
9. Set up an online shopping cart for your business so that you can convert followers into purchasers and earn more revenue.

Holiday & Special Occasion Calendar

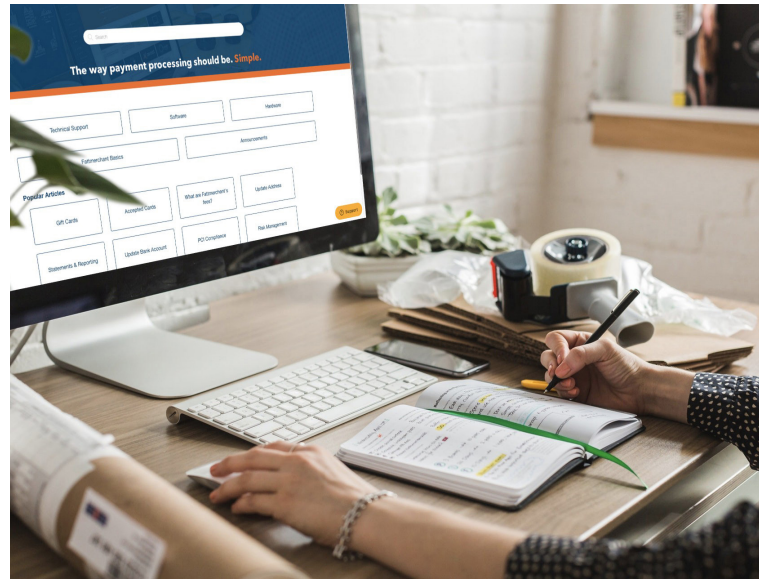
To do well in business, you have to put your customers first. Holidays and special occasions are the perfect time to schedule social media posts and offer specials. Don't forget to update your hours of operation on Google and Facebook if you'll be adjusting your hours or closed

Don't forget to update your hours of operation on Google and Facebook if you'll be adjusting your hours or closing down on the holidays.

THE WAY PAYMENT PROCESSING SHOULD BE. SIMPLE.

January 1	Wednesday	New Year's Day
January 20	Monday	Martin Luther King Jr. Day
January 25	Saturday	Chinese New Year
February 2	Sunday	Groundhog Day
February 2	Sunday	Super Bowl LIV
February 5	Tuesday	Chinese New Year
February 14	Friday	Valentine's Day
February 17	Monday	President's Day
February 25	Tuesday	Mardi Gras
March 8	Sunday	Daylight Saving Time starts
March 17	Tuesday	St. Patrick's Day
April 15	Wednesday	Tax Day
April 12	Sunday	Easter
April 23	Thursday	Ramadan Starts
May 2	Saturday	Kentucky Derby
May 5	Tuesday	Cinco de Mayo
May 10	Sunday	Mother's Day
May 25	Monday	Memorial Day
June 14	Sunday	Flag Day
June 21	Sunday	Father's Day
July 4	Saturday	Independence Day
July 31	Friday	Eid al-Adha
September 7	Monday	Labor Day
October 12	Monday	Columbus Day
October 12	Monday	Indigenous People's Day
October 16	Friday	Boss's Day
October 31	Saturday	Halloween
November 1	Sunday	Daylight Saving Time ends
November 11	Wednesday	Veterans Day
November 14	Saturday	Diwali/Deepavali
November 26	Thursday	Thanksgiving Day
November 27	Friday	Black Friday
November 30	Monday	Cyber Monday
December 10	Thursday	Chanukah/Hanukkah (first day)
December 24	Thursday	Christmas Eve
December 25	Friday	Christmas Day
December 31	Thursday	New Year's Eve

Foundations of Smart Operations



Did you know that by investigating your payment reporting, you can access a whole world of business intelligence? The times and amounts of payments you accept from customers can give you keen insights into a number of business operations.

Take a look at your reports to make smarter business choices to save time and money. Here are some ways our customers use their Omni dashboard to increase productivity and revenue.

Use Past Payments to Increase Productivity

By viewing the *Hourly Sales Activity Report*, Omni dashboard users can see how many transactions were completed throughout any week, by day and time. This is a great way to tell the difference between foot traffic and actual revenue. Check for trends to sharpen scheduling and coverage decisions, or consider running a deal to get customers in the door on your slowest days.

Check Past Orders to Plan Inventory

View a *Sales by Item Report* to get a better idea of what's performing (and what's not). Simply export the report and sort by category or sales. This can give you a great idea of which services or products may need a price adjustment or special promotion. Plus, the more historical payment data you have, the more predictions you can draw about the season ahead.

Train Staff on Systems to Boost Efficiency

To get the greatest insights about your business, it's vital that all your data is in one place. Make sure that your staff knows how to handle different payment situations, such as how to log cash payments, accept gift cards, or set up recurring invoices for clients. This will give your customers a better experience and help you collect payments faster and more easily.

Integrate Your Tools to Save Time

From store inventory monitoring and reputation management to reconciling invoices in QuickBooks Online, there is no lack of tools to help your business run efficiently. By using an integrated payment program, you can sync all your business tools in one place instead of logging into different platforms to save time and boost productivity.

Get the Most Out of Your Statements

As a business owner, every expense counts towards your profit margin. That's why it's important to know what you're being charged for all of your services. This is especially true for payment processing, which comes with a unique set of sometimes confusing fees.

By understanding what fees you're being charged and why, you can make smarter operational decisions. Here, we'll break down processing fees and what they mean.

Transaction Fees

Transaction fees are a direct charge from credit card companies, such as Visa and Mastercard. These are universal fees that all merchants are charged on every transaction. The rate they charge (known as Interchange) usually ranges from 1-2% per transaction and varies based on what kind of card is being charged and how it's being run.

PCI Compliance Fees

Some payment processors levy a PCI compliance fee on merchants. You should only have this charge if you're receiving a service in return, such as resources and tools to help you maintain your PCI compliance. However, many processors (like Fattmerchant) maintain compliance without levying additional fees.

Statement Fees

This smaller operational fee is one that merchants may not notice but could add up. Some payment processing companies charge their merchants to generate monthly statements. Much like customer service fees, these are totally unnecessary.

Batch Fees

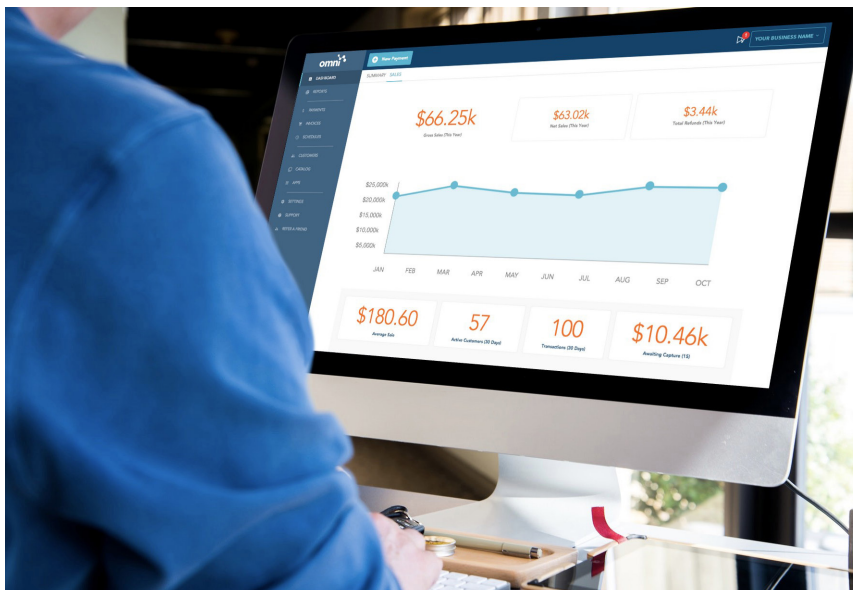
A batch fee can be charged when a merchant sends their transactions for the day to their bank for payment. Businesses must close a batch at least every 24 hours to avoid higher rates from the card companies. Many processors charge per batch, so companies will wait until the close of business to batch.

At Fattmerchant, we provide transparent pricing that can provide businesses with big savings. With flat fee processing and no statement fees, batch fees, or cancellation fees, we make payment processing simple.



Payments Made Simple

Fattmerchant is a payment technology company bringing powerful analytics, amazing savings, and premier customer service to your business.



Technology

Omni-Channel Analytics
Robust Customer Insights
One-the-Go Accessibility
Add on Services & Syncs,
including QuickBooks Online



Service

Voice-to-phone service
No Wait Times
Self-help Resources Portal
Community Forum



Savings

Save an Average of 40%
Direct Cost Processing
No fees, contracts or markups
Transparent Statements



Sean Seipler,
Founder & CEO of Clean the World

"Fattmerchant allow us to access the technology we need, but gives us that layer of personal touch, customer service and of course savings that help us focus on what matters to us here at Clean the World"

Ready to take the next step with Fattmerchant?

CALL 1.855.550.3288