

hello

The Newness of Spring

Here on the East Coast, Winter just didn't want to let go! Despite the official change of seasons, the snow hung around to the bitter end in a confusing state of seasonal schizophrenia. Alas, April has finally arrived and with Spring comes the sense of change and new things. At Delegate, we're experiencing much of the same. Just this week alone, we will be moving our offices and incorporating the company! A lot of details to manage and all good growth changes to make, but the newness is daunting and overwhelming nonetheless.

As entrepreneurs, the capacity to change and adapt is part of our DNA; it's an attribute that makes us continually successful. But that doesn't always mean that change is not anxiety-ridden or that failure isn't a possible outcome. A lesson we learn from the great entrepreneurs that preceded us is that there is always opportunity in times of change; that innovation is born from trying new things. As Philly's own entrepreneur Ben Franklin put it, "When you're finished changing, you're finished." Entrepreneurs are agile and we know it. Don't just wait for change to happen; anticipate it, plan for it, relish it. Remember that transition is always filled with moments of progress. Every time you have a new success, savor it in a big way. Note it down and keep track of your wins. Soon you'll find yourself looking forward to the next change bolstered by your positive track record of success!



-- Emily

go

For your calendar

- Inc. GROWCO: April 10-12, 2013; New Orleans, LA (Richard Branson to keynote)
- Women in Tech Summit: April 11-12, 2013; San Francisco, CA/ April 20, 2013; Philadelphia, PA
- Women Entrepreneurs Rock the World Summit: May 8-9, 2013; NYC (Alexis Maybank to keynote)
- Inc. Leadership Forum: June 10-12, 2013; San Diego, CA
- DoLectures USA: September 10-22, 2013; Hopland, CA
- Lean Startup Conference: December 9-11, 2013; San Francisco, CA
- SXSW: March 7-16, 2014; Austin, TX
- TED 30th Anniversary Conference: March 17-21, 2014; Vancouver, Canada

Coaches Corner:

- Hudson Institute Annual Learning Conference: April 11-13; Santa Barbara, CA
- International Coaching Week: May 20-26, 2013
- ICF Midwest Conference: June 20-22; Minneapolis, MN

Don't forget about your quarterlies! Payments are due on the 15th day of the 4th, 6th, and 9th months of your tax year and on the 15th day of the 1st month after your tax year ends.

know

The latest entrep news you should know about

Home office tax deduction changes! With an estimated 3 million taxpayers claiming the home office deduction, the IRS has offered an optional way of calculating the deduction which is much simpler than before. Calculate the square footage of the home office area and multiply it by \$5. Rev. Proc 2013-13 - Contributed by our Accountant, Cheryl Kovitz

Facebook changes cover photo policy and becomes more promotion friendly. Facebook has updated its policy for pages' cover photos, eliminating rules against calls to action, contact info or references to price or purchase information, while maintaining the 20 percent limit for text overlay. The new guidelines give page owners more flexibility in the type of content they include in their covers. All covers are now public. This means that anyone who visits your Page will be able to see your cover. Covers can't be deceptive, misleading, or infringe on anyone else's copyright. You may not encourage people to upload your cover to their personal timelines. Covers may not include images with more than 20% text.

President Obama Sends New Startup America Legislative Agenda to Congress- the one year old program's new initiatives contain four new tax breaks for small businesses and four proposals that will help expand access to capital. Tax credits would include a credit for 2012 that would provide a 10 percent income tax credit on new payroll for small businesses; permanently double the amount of start-up expenses entrepreneurs can deduct from their taxes from \$5,000 to \$10,000, eliminate taxes on capital gains in key investments in small businesses and more. Learn more at whitehouse.go

do

Do just one thing this month to improve your business

This month: Discover if you are Leveraging your Zone of Genius in your Work

Your Zone of Genius = your innate talent + your greatest passion. I believe that your innate talent is the approach you take to the work that you do that is unique. Your approach to what you do that is innate, it's something you do without thinking, which is why it's so hard to see and describe.

Your greatest passion is the activity that you could do for countless hours with unending fulfillment. This is not always straightforward, but can be embedded in your psychology and linked to your personal journey. My greatest passion is helping others find work that excites them. This will be endlessly fulfilling to me because it's one of the biggest challenges I had in my life that I have conquered. Take this Zone of Genius Assessment to find out your score: www.lauragarnett.com/brand-questionnaireentrepreneur. Reference some support strategies on attached notecard. -- Contributed by Laura Garnett, Talent Strategist and Leadership Activator

:: Every day more money is printed for monopoly than the US Treasury ::



thrive

Reframe Your Success

One of the biggest challenges entrepreneurs face is feeling disappointed when we don't meet our goals. The primary reason for your disappointment is that you've measured your success against something you don't have control over. Your actions can influence the outcome, but it's not the deciding factor.

For example, let's assume your idea of success is how many new clients you land. There are a myriad of factors outside of your control that are involved in achieving this result, using this as your primary measurement of success leads to disappointment. When you're consistently disappointed, you lose the motivation, clarity, and focus to actually meet your goals.

Here's the solution: reframe your criteria for success. In the above example, instead ask yourself "Did I reach out to X number of prospects today?" Keep your goals in mind, but choose to measure your day-to-day success based on things that are within your control. To help you reframe further, ask yourself, "How can I play full out today?" Then play hard!

- Contributed by Coach Ann Thomas, Esq., CPCC
www.CoachAnnThomas.com

brag

Community successes to share

Congrats to local Philly Techpreneur, SCORE Mentor and Empire Builder, **Amy Larrimore!** Amy just won Philly's prestigious 40 under 40 award for her great work in our city.

Shout out to our friend **Dylan Glanzer of Parties by Dylan & Co.** She just won a Parents' Choice Award for her original children's CD, "Roller Coaster Ride." You can download a sample by liking her Facebook page or grab the full cd here: cdbaby.com/cd/missdylan2

Delegate Client **Heather Corcoran** successfully completed her certification as an Immunity to Change Coach. During the 10 month training, her work was overseen by the developers of the Immunity-to-Change concept and coaching platform. Congratulations to Heather on her awesome accomplishment!

Have you had an awesome success in your business? Why celebrate it alone? We'd love to promote it here --> Just drop us a line!



live



Balancing your fabulous lifestyle business

Don't Forget Your Most Important Resource!

In the hustle and bustle of a busy entrepreneur's life, you are constantly hearing about ways to upgrade your business, such as your systems and technology. How often are you prompted to take care of yourself? We run around 24/7 in an effort to be more productive and grow our businesses. So often I hear my clients say, "I don't have time," when we talk about putting together a healthy meal or fitting in exercise. Do you have time to be sick? NO! When your health is at an optimal level, your energy increases, your thinking is clearer and your confidence skyrockets.

This month, carve out 30 minutes per day to do something nice for yourself. Adopting a healthy lifestyle is the best business investment you can make.

SPECIAL: Twelve subscribers save \$500 on Jodi's B.E.S.T. Life program. Email jodi@bravowellness.com for details.

love



A few of our favorite things

App: Scanner Pro

For all the paper-haters! Scanner Pro transforms your iPhone and iPad into a portable scanner. Scan receipts, whiteboards, paper notes, or any multipage document. Then easily email, print, upload to Dropbox, Google Drive & Evernote or save on your devices with iCloud sync! \$6.99 in the AppStore.

Website: ReDigi.com

Still in beta, but whoa we love this one! Introducing the world's first pre-owned digital marketplace. Sell your music library and buy pre-owned music. Store your music on a cloud service (free), stream and/or sell. It even works with iTunes! ReDigi is also the first company in history to provide artists and authors a recurring revenue stream by offering Artist/Author Syndication. Join for free @ www.reddigi.com

NOTE: Both Amazon and Apple also recently applied for patents that would allow users to re-sell digital content including books and movies.

give



Charities our community loves



Kiva is a non-profit organization with a mission to connect people through lending to alleviate poverty. Leveraging the internet and a worldwide network of microfinance institutions, Kiva lets individuals lend as little as \$25 to help create opportunity for entrepreneurs around the world. They operate on five continents, providing loans to people without access to traditional banking systems. 100% of your loan is sent to these microfinance institutions, called Field Partners, who administer the loans in the field.

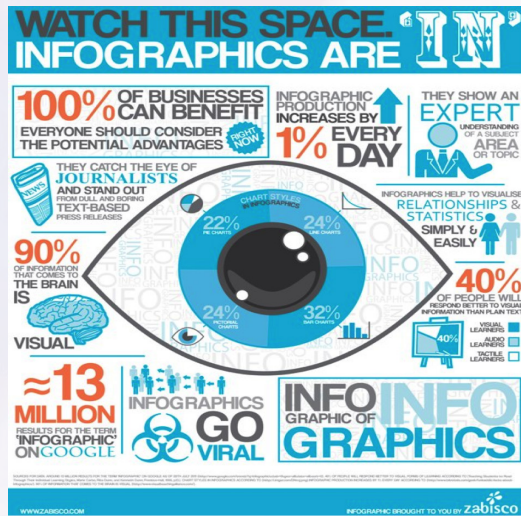
It's so easy to use! First, make a loan for as little as \$25. Get updates throughout the life of the loan and then get paid back! As the borrower repays the loan, the money becomes available in your account. Then, repeat! www.Kiva.org

learn

Knowledge is power

Creating Great Infographics

Tell a beautiful data story through visual interpretation using infographics. Successful infographics present compelling information with a unique angle. Once created, make it as easy as possible for people to share your graphic. Include an html embed code so others can re-post it easily on their sites. Add social media sharing buttons so it can be shared with social networks. Get creative, and SEO as you would a blog post. You can easily create your own FREE infographic on any of these sites: Visual.ly; Infogr.am; Piktochart. Just bring your data, select a template, customize and share!



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ask

Go ahead... pick our brains

Evernote 201 for Entrepreneurs

Evernote is a powerful tool that we use every day but most entrepreneurs don't realize just how useful this tool can be in their business. Below are just a few ways you can put this versatile workhorse to work for you!

- Tagged digital notebooks
- Task lists
- Ideas/ research-- including web clippings, voice & photo notes
- Digital, syncing virtual filing cabinet
- Notebook sharing
- Contact management

The secret to this tool being so resourceful is in it's tagging feature. Tagging meeting agendas, phone conference notes, scanned documents, business cards, full-sized web pages and bite-sized article clippings are just a few of the hundreds of ways Evernote can be used. Tags are assigned by each user to each note.

Here's a practical example: Say you had a lunch meeting last Thursday with John Smith about the new company "Gizmo". You create two new notebooks in Evernote: "John Smith" and "Gizmo." The receipt from your lunch meeting gets photographed by your smart phone; you then add the tags: "John Smith", "Gizmo" and "Receipt" in Evernote. The drawings that Mr. Smith sent to you via email can be uploaded to the "Gizmo Project" notebook with the tags: "John Smith," & "Gizmo." You can even include the webpage of Mr. Smith's side business - "Old Car Restorations," a hobby that you share, which can be clipped by Evernote's web clipper, with the tags: "John Smith," "Old Car Restorations," & "Hobbies;" all saved directly to the "John Smith" notebook. When Monday morning comes and you aren't quite sure where you placed those drawings, simply enter in "John Smith" in the search box and voila! There are the drawings you reviewed along with everything you wanted to remember about Mr. Smith.

Evernote notes can be copied to multiple notebooks. Individual notes and notebooks can be shared with anyone, anywhere via a link. In addition, Evernote's Trunk tool allows many platforms you already use to be integrated with your Evernote account, including project management systems. Imagine the possibilities of entering one search term and everything related to that tag appeared with one click. Now THAT'S a time saver!

meet



Our little black book of vendors we can't help but share

It's Tax Time! Meet our Accountant-Extraordinaire and Interim CFO: Cheryl Kovitz

We are so in love with our accountant- can you say the same? If not, you need to meet Cheryl! She is an accountant based in NJ with her MSA and over 30 years experience in taxes and general accounting. She specializes in home-based businesses and can meet all of your small business accounting needs.

You can reach her via email: cherylkovitz@verizon.net or call her directly: 609.221.6662. Be sure to tell her we referred you!

delegate^{*}
**delegation perfected*

share



Love Twelve and want to share? By invitation only:

delegatesolutions.com/twelve

quote



"Either write something worth reading or do something worth writing about." - Ben Franklin

online



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We help entrepreneurs leverage their time through delegation!

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Update from last issue: If you loved our article on selecting the best CRM for your biz, check out this new tool we found that takes the legwork out of your search & matches you with the best fit: crmchooser.com