



The Bean Counters' Quarterly

Steve Kirkham C.A. Professional Corporation

December 2014 - REVISED

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Greetings!

Welcome to the REVISED December 2014 issue of The Bean Counters' Quarterly!

I apologize for sending out this revised, short copy of our eNewsletter, but there were some errors contained in the original last week and it was a disservice to Vanessa Wells, editor and proofreader, whose services we were trying to highlight, so the right thing to do was send out this revised copy containing just the portion focusing on her business.

I do hope you'll take a quick moment to read the correct copy. As you can imagine, this was probably the worst edition to have editing and proofreading issues, which highlights the benefits and importance of the work that Vanessa offers...unfortunately the errors were not put in as a clever illustration of those services, but in error. The system of my editor and myself reviewing this issue fell down due to the busy time of year and the fact that I was leaving on vacation the day the issue was released...bad timing! On behalf of my editor and myself, I do apologize to my readers and to Vanessa.

Thanks for your patience.

We are on **Facebook!** You can Like us at: [Facebook](#)

We wish you a wonderful holiday time with family and friends!

Best regards,

Steve Kirkham

Three Stories Every Small Business Needs To Tell



Three Stories Every Small Business Needs To Tell

As mentioned in the September issue, there are three stories that all small business owners should have in the back pocket at all times. Whether you are at a networking event and someone wants to hear more, speaking to your local Rotary Club or Chamber of Commerce, or even on your "About Me" page on your website, tell them!

One of our clients, Vanessa Wells, has created her three stories and has allowed us to share them with you. To see how Vanessa may help your business, see her information in the Spotlight on Your Business Section.

1. Mission critical story. I'd spent most of the last twenty years teaching Latin (and a lot of English), but even in the private school market, Latin is, sadly, no longer a priority. One day last year, I was at school working on student papers, when I realized, My favourite part about teaching is marking-correcting things and explaining how they could be written better. I realized I could take all my teaching and pro bono editing experience and turn it into a freelance editing business. I have the personal traits required to be a freelancer and I would be doing my preferred part of teaching exclusively!

2. Turning point story. I spent the next nine months (how symbolic!) exploring freelance editing, networking, taking courses, and attending seminars and conferences, and I decided to take the seemingly irrevocable step of leaving teaching (hard as it was to leave 'Caecilius' and amo, amas, amat behind). I miss the kids, but I am so glad I did it! I have worked full time since then marketing my business, building my brand and updating my knowledge about social media platforms. I confidently seek out new clients (often by writing tactful letters pointing out how I could have caught their typos and writing errors), I read widely about my new field (blogs, books, social media links, etc.), but mostly I ask questions-constantly! My new colleagues have demonstrated generosity in sharing their knowledge and experience and most of all their support; it's a wonderful new community to be part of, both online and in person.

3. Stunning results story. I have acquired clients needing editing in website content, corporate communications and both fiction and non-fiction. Their feedback includes appreciation for my thoroughness, punctuality and willingness to share information that helps them grow and succeed. I give estimates based on free sample edits: this is a vehicle for the author and me to establish both trust and mutual understanding of what each is capable of producing. I share industry information that will guide their decisions, and if I don't know an answer-just as in teaching-I will find out and get back

to them. Most of all, I love working on my own while still collaborating with clients and sharing with peers. Who wouldn't love a job that pays you to read?

And here are the free tips I'm going to leave you with:

That was it: you CAN start a sentence with a conjunction and you CAN end a sentence with a preposition! Another thing I have learned along this new path is that even some of the grammar rules have changed since I began teaching.

[Vanessa Wells](#)

Spotlight On Business



SPOTLIGHT ON YOUR BUSINESS:

Vanessa Wells, Wells Read Editing

If you could use a copy editor, proofreader, indexer, or manuscript evaluator, please contact me at wellsread@editors.ca and LinkedIn [@vwellseditor.ca](#).

I look forward to hearing how I can help. And I promise not to say 'tut-tut' if you dropped Latin in high school. Vanessa

Want to promote your business through our newsletter? Just send us a short bio along with logo/artwork and we'll put you in a future edition.

[Vanessa Wells](#)

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