

Partnering with our clients to make a positive financial difference to their lives...

Hi Adey

FREE! A word all of us love to hear!

Welcome to the September edition of the Hern Financial Services Business Informer! In this issue we look at some **FREE** services to help your business. What a great way to start the first day of Spring!

Also just after the last edition of the Business Informer went out, Kristy and Michael welcomed baby Olivia May to the world! See below for a photo of beautiful Olivia!

Kind regards,

**Brian Hern
Matthew Carberry**
Partners of Hern Financial Services

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Out of Office Information

Brian & Matthew will be out of the office on Thursday 16th and Friday 17th September for Tax School.

Brian will be out of the office the week commencing 20th September for AC Conference.

Has your Business taken advantage of Social Media? It's FREE!

I was lucky enough to attend a Business Seminar session on Web 2.0 tools and how you can promote your business through the Social Media. I must admit I went to the session as a Social Media Sceptic. I must be the only 30something out there that did not have a Facebook account! Even Brian and Matt have Facebook accounts! I felt quite out of place being in a room of business owners aged from Baby Boomer to Gen Y and was only one of five that did not have a Facebook account or "Tweet" on a regular basis. But the presenter made some valid points about how our society is moving into the technical age. He played a [YouTube Video](#) and it was amazing how technology and information plays such a big part in our lives. Here are some of the points he made:

Does your website look professional? A lot of people don't shop in stores anymore. People shop around on the internet looking at websites before making their decision to purchase. Is your website current and up-to-date? Does it look professional? The more information you can give potential clients about your business the more likely they are to make further enquiries.

Can you use Social Networking for your business? I thought Facebook and MySpace were sites for people to post photos of their holidays and tell us what they are up to. I was wrong. Facebook has 250 million users worldwide and you can create Facebook Fan Pages for your business. Dymocks and Ernst and Young are just 2 examples. You can post information about your business and update fans about upcoming events. This could be an asset to your business if this suits the demographic of your clients.

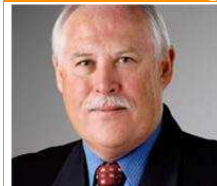
Do you know that you can use YouTube to promote your business? This was something I wouldn't have even thought about! KPMG use YouTube to advertise employment opportunities. Colonial First State has client presentations on YouTube. 20 hours of video every minute is uploaded to YouTube and millions visit the site everyday. All you need is a video camera!

It definitely gave us some food for thought at Hern Financial Services. How about your business? Do you realise that Social Networking - Facebook, Twitter, YouTube - are all **FREE**? Your business can have great online exposure for nothing! Maybe your business can benefit from these free services.

Hern Financial Services has joined Facebook. Become a fan and get up-to-date posts on Client Events, ATO due dates and other useful information!



Estate Planning Appointments



Our Estate Planner, Lester Jarmyn, will be in our office on Tuesday 5th October and Wednesday 17th November.

Appointment times are 10am, 11.30am, 1pm, 2.30pm & 4pm

Please contact Stacey on 8373 1702 or email stacey@hern.com.au to make an appointment

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Business App of the Month



This month we aren't featuring an app but a great Small Business

Tax Calendar from the Australian Tax Office.

This **FREE** online tool can help you plan and manage your tax obligations and gives you timely reminders. It automatically builds a 12 month schedule tailored to your business lodgement and payment needs. It also connects with your Microsoft Outlook so that you receive reminders.

[Click](#) on the link for this handy application.



Hern Financial Services Client Event



Hern Financial Services is proud to invite you to a special Client Event. Dr Chris Caton, Chief Economist for BT Financial Group will be presenting a Global Economic and Post Budget Seminar. Dr Caton will focus on the bigger picture issues affecting the investment market both globally and in Australia. Chris' presentations are always entertaining, witty and very informative.

Date: Tuesday 21st September

Time: 6pm

**Venue: Hern Financial Services Boardroom
Level 2, Greenhill Road, Eastwood, SA, 5063**

Parking: On site parking available also street parking across the road

RSVP: Thursday 16th September

Please phone 08 8373 1702 or email

Adrienne adey@hern.com.au

Drinks and nibbles will be served - please advise of any dietary conditions

Have you seen our website?



It's a Girl!



Hern Financial Services is proud to announce the safe arrival of Olivia May! Proud parents Kristy and Michael welcomed Olivia on 30th July at 12.48pm, weighing 8lb, 12oz.

The family are doing well and we look forward to many visits to the office!

If you have any family, friends or work colleagues who would be interested in our services, we would love the opportunity to meet them. Please feel free to forward this email on to them. Referrals are our greatest compliment.

[Send to a Friend](#)

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