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Top 7 Ways to Select a Book Topic That Sells

By Judy Cullins

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According to a new survey carried out by Alliance & where ID_NUM=9270; Leicester, one in five small business owners view tax as their greatest concern. The Chancellor has announced in his last budget that companies with profits below oe10,000 will not have to pay any corporation tax with effect from 1 April 2002. The question to be asked is: does that announcement make incorporation a more attractive option compared to being a sole trader?

The answer is that from a tax point of view, it is advantageous to trade through a limited company as long as the income is drawn from the company by the owners as dividends from their shares and the amount of dividends drawn is restricted below the 40% band rate (i.e. oe31,063 for tax year 2002/03). That way, the owners have no further personal tax ("income tax") to pay. Moreover, dividends are not subject to national insurance contributions. This is excellent news of course. But, if dividend income falls within the higher rate bracket of income tax (i.e. above oe34,515), they will be taxed at 22.5% on the excess, which of course will increase the tax burden. The company profits are subject to corporation tax rates. Those are lower than income tax rates.

The most catastrophic scenario is when the director takes his reward from the company as salary. Then his/her salary is taxed at income tax rates (like a sole trader's income). That is because, unlike sole traders, the tax system treats companies as separate from their owners because a company is

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a separate legal entity. The problem is that the income taxes are higher than corporation tax rates. On top of that, they will be subject to employee and employer national insurance contributions, which of course increase the tax burden and render his position worse than even an unincorporated business ("sole trader"), because NIC Class 1 on payroll are higher than NIC Class 2 paid by self employed.

In contrast, a self employed person ("sole trader") is taxed at income tax rates on the profits from his business, which are added to his other sources of income. As it has already

been mentioned, income tax rates are overall higher than corporation tax rates. On top of income tax, national insurance contributions class 4 are payable on the business profits within a specified band (7% on profits between £4,615 and £30,420). National insurance contributions Class 2 are also paid by self-employed people, although those are lower than those payable by company directors on their salaries.

To illustrate the above, let's take a simple example. We have a limited company and a sole trader. They both make £60,000 profits each in the tax year 2002/03. We assume that the company director takes a salary equal to the amount of his personal allowances (untaxed income) of £4,615 and the balance as dividends. The company will pay corporation tax at 19% equal to £10,523 and nothing else. The sole trader will pay income tax £16,542, National insurance Class 2 £104 and National insurance Class 4 £1,806. Total £18,452. The bottom line is that the person that has incorporated his business into a limited company will make a tax saving of £7,929 compared to a sole trader! Isn't that fantastic?

Somebody might be wondering: why is this entire happening? The official explanation is that, this government, to help the economy grow, encourages people to leave as much profits within their businesses to be reinvested, instead of being taken out and spent.

The "unofficial line" is that, as a matter of fact, for years the Inland Revenue has tried to reclassify the self-employed. The 1% in NIC hike on staff salaries above the NIC threshold from next April adds to both the

employees' and employers' tax burden and may more than offset the saving from the corporation tax zero rate on the first of 10,000 of profits.

Aren't there any other matters to consider in deciding whether to incorporate or not?

Higher administration costs to comply with company law, payroll and bookkeeping is one factor. Another issue is pension planning. Extracting profits out of the company as dividends rather than salary means that there will be no "net relevant earnings" and therefore pension contributions can't be made. But the advent of stakeholder pension plans has meant that contributions up to £3,600 per year can be made without the need for any earnings. If a person does not wish to transfer funds in existing plans into stakeholder because of high charges, there is a way out: the best net

relevant earnings (i.e. salary) in five consecutive years can be used for making contributions for the next five years, even if there were no salaries in the remainder four years. It is comforting to know that entitlement to basic state pension is not affected by taking a salary from the company at the level of a person's personal allowances i.e. £4,615.

Furthermore, an individual may decide not to bother with pension plans and instead invest in ISA. Often, these can be more efficient than pensions but that's beside the scope of this article. If that option is taken, no salary is necessary.

Another factor is business motoring. It might be tax advantageous for an unincorporated business that owns many cars not to incorporate because if these cars have some private use there will be benefits in kind taxed on the users. These are generally higher than the straight apportionment between private and business for all car running costs in the case of sole traders.

The conclusion is that there can be considerable tax savings waiting the sole trader who decides to go down the road to incorporation. But, one needs to proceed with caution and careful planning. And don't forget the biggest advantage of incorporation, which is Protection

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from Personal Liability. Incorporating is one of the best ways to protect a business owner from personal liability. Shareholders of a company are generally not liable for the obligations of the company. Creditors of a company may seek payment from its assets, but not the assets of the shareholders. This means that business owners may engage in business without risking their homes or other personal property.

Thank you for taking the time to read this Article. I hope you've found it useful. If you have, please drop me an email and let me know what you think.

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Alternatively, you can visit our website at <http://www.tax-accounting-london.info> and read a series of other full length articles that present the complete picture on a variety of interesting topics.

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Judy Cullins is a 22-year veteran publisher, book coach, and author of *Write your eBook or Other Short Book—Fast!* and *Ten Non-techie Ways to Market Your Book Online*, and 30+ others. Known as the Non-techie eBook Queen, Judy helps people to market their products and services online. She publishes "The BookCoach Says..." a free monthly eZine. Email her at Judy@bookcoaching.com and visit her Web site at <http://www.bookcoaching.com>.

Top Ten Ways to Write a Book That Sells

By Judy Cullins

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Is there a book inside of you? Yes? Then why don't you write it? Or, if you've already written a book, wouldn't you like to sell more? So many of you have a great idea for a book, even a dynamite title, but much more is needed to write a book that sells. Here's the top ten ways to write a book that sells:

1. Write what's interesting to you and what will still interest you in two plus years. You can maintain all of the parts to writing a book much better if you know a little and want to know more about your subject.
2. Have passion about your topic. If your book is an extension of you, you'll be more willing to do the work involved. You'll need sustained passion to develop talks, seminars, articles or consulting services. Passion helps you be a titillating radio or teleclass guest.
3. Prepare for each chapter before you write. Have a format plan that includes headlines throughout to organize your chapter so well; your reader can't put it down. To avoid a thin chapter list questions and facts that relate only to the one chapter and thesis you work on at a time. You will then answer these questions, thus fulfilling your need to benefit your audience. These techniques make it easy for your reader to understand.
4. Commit to a regular writing schedule. Lackadaisical or non-focused efforts fail. A book doesn't finish itself. A page a day equals a book a year. Think about your circumstances. Just how much time can you put into this effort with all of your other priorities? Take a minute and decide to let go of something not as compelling for the moment. Doing it all at once dilutes your efforts.
5. Write fast so you can produce chapters fast enough to get published sooner to get the cash flow going faster. Use the "fast-forward" writing technique in chapter seven of the book "How to Write your eBook or Other Short Book—Fast!" Each chapter must answer all of your readers' questions. All non-fiction chapters have a similar length because their format is the same. Remember, you can write a short book (25–90 pages) your first time.
6. Market your book as you write each chapter. Know and write such essential "hot-selling points" as

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your 60-second "tell and sell," your specific audience, your sparkling introduction that is a mini sales letter, and your back cover or Web sales letter for each book you write.

7. Know your audience before you write your book to keep it organized, flowing, and compelling. Keep their picture by your workstation. Write your audience profile first to include their sex, their top interest, what they spend money on, their Internet savvy, what books they want and need. Your subject must benefit your audience or they won't buy your book. What audiences want what you have? Who will let go of their hard-earned money to buy your book?

Remember that women buy 78 percent of all trade books. Is your subject narrow enough?

8. Write your non-fiction, self-help book first. While writing a novel may draw you, start with the moneymaking book first, so you can finance your other efforts. Think a shorter first book, maybe 30-90 pages. Today, people are busy. They want information fast and easy. Make your chapters shorter too. If you answer 4 questions about one chapter topic, you will create a four-page chapter.

9. Put your book into your readers' hands. Think first, "What's the purpose of my book?" Think about your audience and your fame. Will they really go the bookstore looking for your book? Since distributors often go broke, think about distributing your book yourself. Today it is easy with the number one way to promote—Online. And, it's free with a short learning curve. Ask your book or Internet marketing coach.

10. Make things happen. Even if you are one of the chosen 1-2% an agent or publisher accepts, if you are an unknown, they will provide little marketing. After a book tour and placing your book on the bookstore shelves for three months, you'll have to pick up the talon and lead your own marketing efforts.

So start early and take a teleclass or read a book on how a non-techie can sell a book Online through free articles and other free, easy ways.

Judy Cullins, 20-year book coach works with emerging authors who want to write a print or an ebook, make a difference in people lives, and make a consistent life-long income from it. Her 10 published books include "Write your eBook and Print Book at the Same Time," 10 Non-Techie Ways to Marketing your Book Online, and "How to Drastically Increase Website Traffic and Sales."

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