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AGGRESSIVE TAX DEDUCTIONS SAVE MONEY FOR SMALL BUSINESSES

Home-based business owners and other entrepreneurs hurt their income and cash flow when they don't take every income tax deduction that's appropriate for their businesses, according to Norm Ray, a Certified Public Accountant and author of the new fifth edition of his quick-read book *Smart Tax Write-offs: Hundreds of tax deduction ideas for home-based businesses, independent contractors, all entrepreneurs*.

Business owners pay higher than necessary income taxes when they think, "I don't have time to worry about tax deductions. I'll let my accountant do the worrying." But in Ray's opinion, no one knows the intimacies of a small business as well as the owner. And although accountants and tax return preparers would like to see their clients take all tax deductions they are entitled to, it is generally not practical for tax professionals to research every aspect of their clients' businesses to find additional tax deductions.

However, small-business owners can readily lower the amount of income taxes they pay if they think creatively, use the *Tax-saver Checklist of Deduction Ideas* included in this book, and present their tax return preparers with more ideas for potential deductions. "There are many 'gray areas' in income taxation," says Ray. "Some things may be fully deductible in some situations and not deductible or only partially deductible in other cases. It's smart to aggressively identify potential business write-offs and then discuss them with your tax advisor to confirm that they will work for you."

"And don't forget," says Ray, "that you can convert personal things into business things, and deduct them. You can even deduct things that were given to you as gifts if you use them in your business."

Ray's *Tax-saver Checklist of Deduction Ideas* identifies over 1100 potential write-offs for home-based businesses and other entrepreneurs.

Smart Tax Write-offs (\$15.95) is available through traditional and Internet bookstores or Rayve Productions at 800.852.4890 or rayvepro.com.

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Smart Tax Write-offs, 5th edition

*Hundreds of Tax Deduction Ideas for Home-based Businesses,
Independent Contractors, All Entrepreneurs*

by Norm Ray, CPA

128 pages, 6 x 9, softcover, includes index and forms, \$15.95

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